THE PROVEN BRIDGE TO FREELANCING

www.aipress.com *or* www.ifpo.net

TODAY'S Photographer

December 98

PLUS TIPS for

PRESS
SPORTS
CONCERTS
GLAMOUR
RACING
ANIMAL
PORTRAITS

39 WAYS TO MAKE MONEY WITH YOUR CAMERA

$3.50US $4.50CAN
12
0 71486 01345 7
Printed in U.S.A.

IFPO PICTURE AWARDS PROGRAM

guaranteed publishing credits

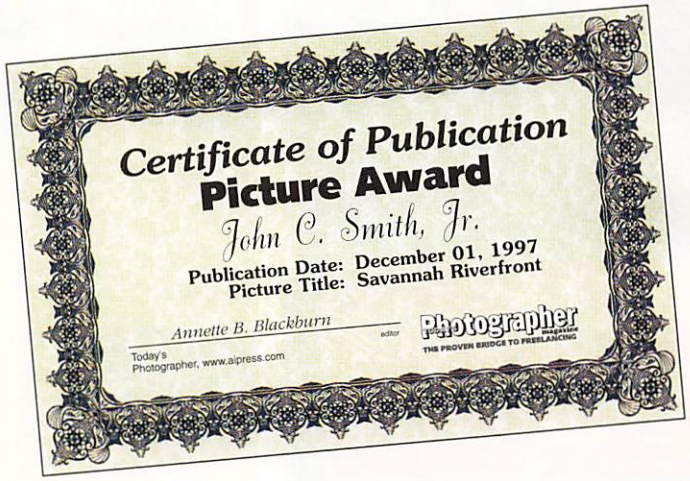
PICTURE AWARDS PROGRAM

Members can start or expand their publishing credits using IFPO's unique "PICTURE AWARD 2000" program.

Each photo submitted will be published in Today's Photographer magazine on-line or subscriber edition. A handsome 5.5 inch x 8.5 inch *"Certificate of Publication Award"* will be issued for each qaulifying photo. To qualify:

- ❑ Include your Member#, name, address with each photo.
- ❑ Give each photo a name, title or caption. Technical info is helpful.
- ❑ Each photo can be a color or B/W print or transparency. No prints larger than 8.5 x 11 inches.
- ❑ A $10 service fee is required for each photo to cover the cost of scanning for publication.

Photos to be returned to the member must be accompanied by a suitable photo mailer with sufficient postage.



please copy as many of these forms as you need

PICTURE AWARD FORM

Name, member# _____

Address _____

City/State/Zip _____

Phone or fax _____

Date: _____ **PHOTO #** _____ **OF** _____

Title (opt): _____

Technical info (opt): _____

The photographs submitted are my own, and I hereby give permission to Today's Photographer to reproduce them. I agree that Today's Photographer bears no responsibility for entries without the service fee or return mailer with postage. Model releases must be included where applicable.

$10 SERVICE FEE ENCLOSED for EACH PHOTO! ❑ Check, ❑ Money Order,

❑ Cash, ❑ Credit Card# _____ exp date _____

signature _____

MAIL PHOTOS TO: PICTURE AWARDS (IFPO)
PO Box 777 Lewisville NC 27023-0777

PICTURE AWARD FORM

Name, member# _____

Address _____

City/State/Zip _____

Phone or fax _____

Date: _____ **PHOTO #** _____ **OF** _____

Title (opt): _____

Technical info (opt): _____

The photographs submitted are my own, and I hereby give permission to Today's Photographer to reproduce them. I agree that Today's Photographer bears no responsibility for entries without the service fee or return mailer with postage. Model releases must be included where applicable.

$10 SERVICE FEE ENCLOSED for EACH PHOTO! ❑ Check, ❑ Money Order,

❑ Cash, ❑ Credit Card# _____ exp date _____

signature _____

MAIL PHOTOS TO: PICTURE AWARDS (IFPO)
PO Box 777 Lewisville NC 27023-0777

PICTURE AWARD FORM

Name, member# _____

Address _____

City/State/Zip _____

Phone or fax _____

Date: _____ **PHOTO #** _____ **OF** _____

Title (opt): _____

Technical info (opt): _____

The photographs submitted are my own, and I hereby give permission to Today's Photographer to reproduce them. I agree that Today's Photographer bears no responsibility for entries without the service fee or return mailer with postage. Model releases must be included where applicable.

$10 SERVICE FEE ENCLOSED for EACH PHOTO! ❑ Check, ❑ Money Order,

❑ Cash, ❑ Credit Card# _____ exp date _____

signature _____

MAIL PHOTOS TO: PICTURE AWARDS (IFPO)
PO Box 777 Lewisville NC 27023-0777

PICTURE AWARD FORM

Name, member# _____

Address _____

City/State/Zip _____

Phone or fax _____

Date: _____ **PHOTO #** _____ **OF** _____

Title (opt): _____

Technical info (opt): _____

The photographs submitted are my own, and I hereby give permission to Today's Photographer to reproduce them. I agree that Today's Photographer bears no responsibility for entries without the service fee or return mailer with postage. Model releases must be included where applicable.

$10 SERVICE FEE ENCLOSED for EACH PHOTO! ❑ Check, ❑ Money Order,

❑ Cash, ❑ Credit Card# _____ exp date _____

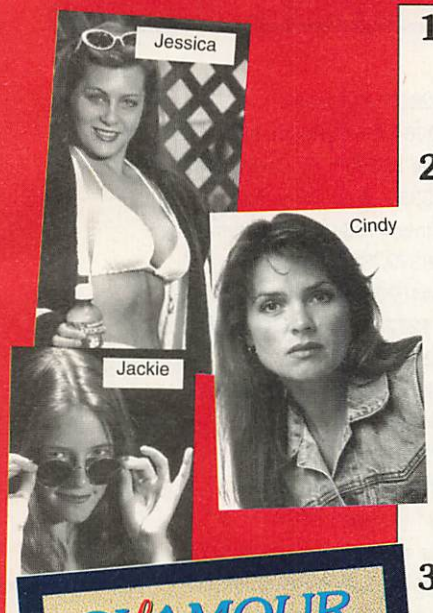
signature _____

MAIL PHOTOS TO: PICTURE AWARDS (IFPO)
PO Box 777 Lewisville NC 27023-0777

3 good reasons

to become an OFFICIAL PHOTOGRAPHER

GLAMOUR .elite magazine



1. YOU GET THE PICTURES

YOU'VE ALWAYS WANTED FROM THE SUBJECTS YOU'VE ALWAYS WANTED TO SHOOT. The credentials give you the confidence to shoot and gives your subjects the confidence in you.

2. YOU GET PUBLISHING CREDITS

YOU NEED TO ENHANCE YOUR STATUS AND BUILD YOUR REPUTATION. You are encouraged (but not required) to submit photos of the discoveries you make using your ***GLAMOUR**.elite* magazine credentials. All of your submissions are entitled to review by the editorial staff and could be selected for publication in ***GLAMOUR**.elite* magazine. Each time one of your photos is selected for publication in ***GLAMOUR**.elite*, you will be issued a certificate of accomplishment indicating your name, the photo description and the ***GLAMOUR**.elite* issue date. Your collection of these certificates will further enhance your glamour photographer status.

Each submitted photo must be accompanied by the ***GLAMOUR**.elite* submission form (comes with your kit) and a small service charge of $8.00 per photo to cover the cost of scanning your image for publication. The $8.00 fee is refunded if your photo is not selected for publication.

3. GUARANTEE YOUR SUBJECTS

THAT THEY CAN GET PUBLISHED IN ***GLAMOUR**.elite* MAGAZINE. You may (but are not required) to turn your fascinating glamour hobby into cash. Each photo received with the "publication spotlight" form (in your kit) and fee of $19.00 gets published in the on-line edition of ***GLAMOUR**.elite* magazine. In operating your business, you are free to charge your subject an appropriate amount to take into account your own expenses, overhead and profit. *Photos rejected by the editors for quality reasons will receive a full refund.*

***GLAMOUR**.elite* magazine features both well known celebrities and "newly discovered" subjects.

***GLAMOUR**.elite* photos by Dennis Hodges, IFPO.

ENDS FEB. 28
SHOOT PICTURES for GLAMOUR ELITE MAGAZINE!

find ***GLAMOUR**.elite* magazine at www.aipress.com/glamourelite

GLAMOUR .elite magazine

YES, I want to be an Official Photographer for ***GLAMOUR**.elite* glamour magazine. I am an IFPO member or enclose dues with this form (membership info on page 17). Rush my KIT including complete passport style, badge style and wallet style credentials, instructions for getting published and ***GLAMOUR**.elite* magazine forms masters that I can copy.

THIS ISSUE SPECIAL
begins September 1, 1998
expires midnight Feb. 28, 1999

#GE01 *GLAMOUR.elite* Kit $90.00**
THIS ISSUE SPECIAL . . . .- $45.00
USA Shipping (foreign see page 47) . . . **$7.00**
Total Amount Enclosed: . . .$52.00

IFPO member# _____

name _____

(optional) business name _____

address _____

city/st/zip _____

phone/FAX _____

email, U.R.L. _____

Use your Check, Money Order, or Credit Card as follows:

Visa/MasterCard/American Express/Optima Card # — expiration date

signature _____

credit card orders: **1-800-654-9557**, or fax **1-800-283-5989**
by mail: **Glamour.Elite**, PO BOX 777, Lewisville, NC 27023-0777

www.aipress.com *or* www.ifpo.net

Today's Photographer

MAKE MONEY • GAIN ACCESS • GET PUBLISHED

November-December 1998
Vol. 13 Number 5

FEATURES

39 WAYS TO MAKE MONEY WITH YOUR CAMERA

4 STRATEGIES THAT WORK ANYWHERE

5 THE PRESS PHOTOGRAPHER
9 Exciting Opportunities

6 SHOOT PRO FOOTBALL
14 Ways To Rise Above The Competition *by J. Jefferson Gardner*

10 CONCERT PHOTOGRAPHY
6 Tips for Shooting Rock and Roll Bands *by Cathy Skrinak*

12 PRO SECRETS
5 Secrets To Photos That Sell *by Dennis Hodges*
Find Your Niche To Set Your Own Income

14 MOTORSPORTS
5 Tips to Improve Your Images *by James Kemp*

19 READERS' REPORT
Shoot Better Animal Portraits *by Walter Pietrowica*
Straight From The Publisher: Assignments

33 BOOK REVIEWS

51 WORKSHOPS

54 PHOTO CONTEST WINNERS

ON ASSIGNMENT

3 NFL ..
At Jack Kent Cooke Stadium *by J. Jefferson Gardner*

15 WINNING STRATEGIES:
The Miller 200 At Mid-Ohio *by A. R. Galanti*
Formula I Grand Prix Montreal *by Donato Terrigno*

17 IFPO MEMBERS REPORT
Press Card Really Works *by Jocelyn Goins*

27 MAKE THE STARS SHINE *by Bill Caldwell*

52 IFPO MEMBERS AT:
The Crosby
1998 College World Series of Baseball
Miss Universe Pageant 1998

IFPO PHOTOGRAPHERS PUBLISHED IN THIS ISSUE

Adam Alberti #62807, Kenvil, NJ
Bill Caldwell #60984, Portsmouth, NH
Marjorie Daymude #63993, Ft. Collins, CO
A. R. Galanti #25359, Woodbury, NJ
J.Jefferson Gardner #19343, Midlothian, VA
Robert Giras #36879, San Mateo, CA
Joycelyn Goins #48783, Detroit, MI
Dennis Hodges #27767, Kansas City, MO
Eddie Levan #62468, King, NC
G. A. Kappeimeier #16026,Norcross, GA
James Kemp #61993, Baltimore, MD
Tony Merrill #27785, Findlay, OH
Juan J. Nunez #61377,Miami, FL
David Oliver #41111, Reston, VA
Walter Pietrowicz #51977, Bethpage, NY
Richard A. Propst #43969,Plattsmouth, NE
Frank Randolph #59002, Junction, TX
Cathy Skrinak #55444, Middletown, PA
Donato Terrigno #60582, Montreal, PQ
Paulus Susilo Tjahijadi, #58308, Surabaya, Indonesia
Beth VanHorn #53716, Selinsgrove, PA
Pablo Exparza #45234, Lancaster, TX

IFPO CORRESPONDENT PHOTOGRAPHERS

Kwon Moon Auk, Inchon City, Korea *IFPO Member #11304*
Ken Axmake, Jr., Memphis, TN *IFPO Member #62876*
Keith Cephus, Virginia Beach, VA *IFPO Member #25379*
Dwight Ellefsen, Villa Park, IL *IFPO Member #47182*
Thomas A. Foley, Oxford, ME *IFPO Member #44172*
J. Jefferson Gardner, Midlothian, VA *IFPO Member #19343*
Dennis Hodges, Kansas City, MO *IFPO Member #27767*
Ken Jorgensen, Glenview, IL *IFPO Member #57234*
Kendall Krebs, Pella, IA *IFPO Member #40974*
Dennis Stephens, Jamaica, West Indies *IFPO Member*

IFPO PROGRAM DIRECTORY ON PAGE 17

Today's Photographer Magazine is published by American Image Press, at 6495 Shallowford Rd., Lewisville, NC 27023. **Send advertising and editorial correspondence to**: *Today's Photographer Magazine,* P.O. Box 777, Lewisville, NC 27023-0777 USA. One year subscription in USA and possessions, $21; Canada, $27; all other countries, $36; cash orders only payable in U.S. currency. **Third Class postage** permit 450, paid at Winston Salem, NC 27102. Please send change of address forms as well as subscription correspondence to *Today's Photographer Magazine,* P.O. Box 777, Lewisville, NC 27023-0777 USA. Allow at least six weeks for the change of address to become effective. COPYRIGHT AMERICAN IMAGE, INC., ALL RIGHTS RESERVED.

Today's Photographer International
AMERICAN IMAGE PRESS
6495 SHALLOWFORD ROAD
LEWISVILLE, NC 27023
(336) 945-9867 FAX (336) 945-3711

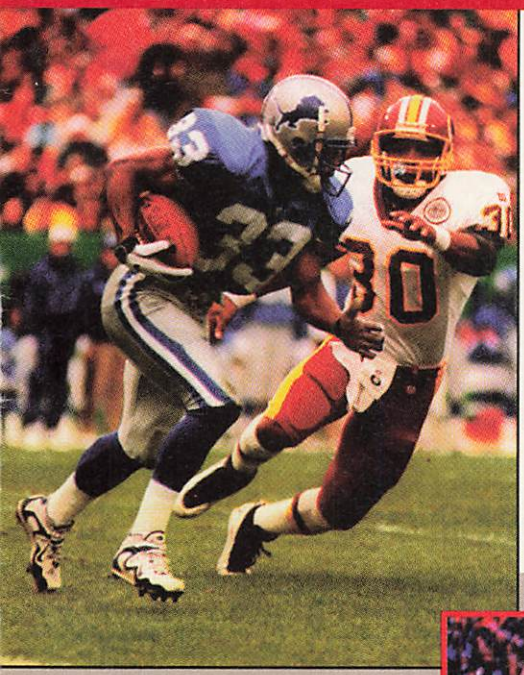
MAGAZINE STAFF

Publisher: Jack M. Gallimore
Editor in Chief: Vonda H. Blackburn
Editorial: Cindy Cunningham
Ralph Bryant
Operations Staff: Annette Blackburn
Eloise Brinegar
Debbie Cofer
Editor at large: Peter Potter

IFPO On Assignment

NFL ... The Redskins Versus The Lions

At Jack Kent Cooke Stadium



HE IS SPECIAL

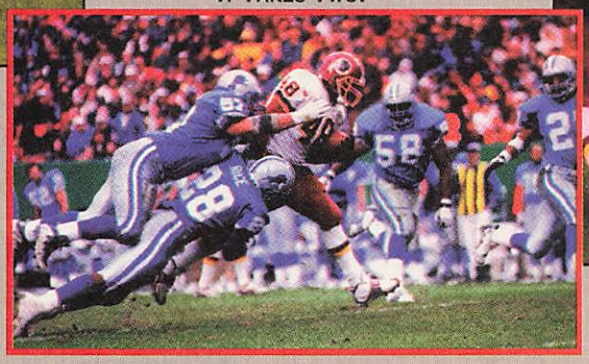
PHOTOS BY
J. JEFFERSON GARDNER
IFPO PRESS PHOTOGRAPHER

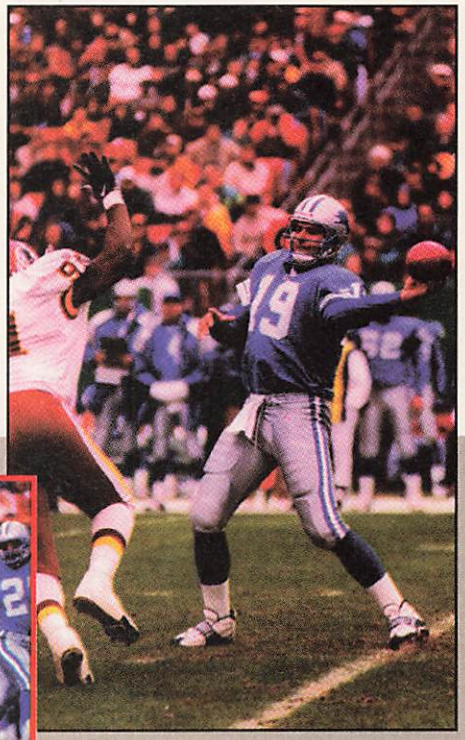
REDSKINS' RUNNING BACK BRIAN MITCHEL (30 left) shows that he is good at cornering kick-offs as he gets an angle on Detroit Lions Running Back Glyn Milburn (33).

REDSKINS' CHRIS MIMS (91 right) puts the heat on the Lions Quarterback Scott Mitchell (19).

REDSKINS' RUNNING BACK STEVEN DAVIS (48 below) shows strength as well as speed while pulling along the Lions' Ron Rice (28) and Stephen Boyd (57).

IT TAKES TWO!





THE HEAT IS OWN

Continued on page 27

$500 SWEEPSTAKES

USE THIS FORM to submit **ARTICLES, PHOTOS,** and **TIPS** to be considered for publication in *Today's Photographer*. **WHEN YOU USE THIS FORM** and follow these guidelines you could be selected to WIN the Editor's GRAND PRIZE of $500.00!

LOOK AT THE MAGAZINE!! When you look at examples of what is actually published in the magazine, it's like looking at the test answers before taking the test!!

HOW TO SUCCEED is what we are all about! How to make money, gain access and get published. How did you get the celebrity to let you get the picture. How did you get the model to pose for you. What surprise barriers were you able to overcome? How did you get those death defying pictures right from your car window?

INSPIRATION is the word our readers use most to describe the magazine and it's content! Have you had some success with your camera or an idea that would inspire others?

SELDOM SHOOTERS: So you only picked up your camera once or twice in the past few years, shot a lot of film for an afternoon or a week, then let it get away from you. What was so important that caused you to pick your camera up? Family reunion? Your kid's big soccer game? Beach trip of a lifetime? Favorite group finally came to town in concert? House down the street caught fire? 2 weeks in Yellowstone? Big celebration at work?

DIFFERENT DRUMMERS: Maybe you have a story with a different slant — enter it. You may inspire us to expand our editorial range. Enter the Editor's Sweepstakes even if you have never made a submission before. The sweepstakes is another way for us to reward our readers who share a special bond in their passion for succeeding as photographers ... and making money. Again, our resolution is to support that effort in every issue and to make sure that Today's Photographer "works" for you.

Sweepstakes ENTRY CHECKLIST

- ❑ A photo of YOURSELF (suggestions: with your camera, at the scene, with someone important, etc.).
- ❑ A typed or clearly hand-printed copy of your Article, Sidetrip, Success Story or Tech Tip. Text files on 1.4 MB floppies are great (PC or MAC).
- ❑ PRINTS or TRANSPARENCIES that illustrate your story (COLOR or B/W) with captions and labels.
- ❑ A list of captions or titles for each photo.
- ❑ Tell us interesting things about yourself such as past awards, publishing accomplishments, hobbies, or even a funny story that would interest a reader. Do you shoot part time or full time?

IFPO Member# _____

Name: _____

❑ Keep this submission and make it AVAILABLE for publication and/or the Grand Prize in all future issues.

❑ I HAVE inclosed a RETURN MAILER with adequate POSTAGE.
Please consider this submission for publication and/or the Grand Prize for the next _____ issues ONLY and return it to me.

Address: _____

City / State: _____

Zip Code/ Country _____

Phone: _____ Fax: _____

Submission of your entry grants *Today's Photographer* permission to publish your story or photos.

signature _____ date _____

Editor's Sweepstakes, PO Box 777, Lewisville NC 27023-0777

39 WAYS TO MAKE MONEY WITH YOUR CAMERA

It's been said that the only true praise comes from the hip pocket. Many photographers are likely to agree. Some will surely disagree. But it's that important first sale that changes you from an amateur to a professional. Once you have identified yourself as a professional photographer each new sale becomes easier. The possibilities for success in photography are innumerable - no matter what your interests.

Whether you like to shoot in the wide open spaces of the great outdoors or prefer to work in the privacy of your own home, you can turn your dream into a money making reality.

If you can't afford a studio, simply take your equipment on location. If you only pull out the camera on weekends to shoot your son's Little League games, why not shoot the whole team for money?

Even if a career in photography isn't your ultimate ambition, you can establish a healthy sideline income - at least enough to support your hobby.

Whatever your ambitions, we hope that some of the ideas presented here help you get started, expand your business or inspire you to find your own niche in photography.

STRATEGIES

If you're not quite ready to go into photography full-time or invest in your own studio but want to put your photography skills to work, consider these money-making ideas that can be initiated from almost anywhere - even from your kitchen table. All you need to get started is a small space, not to take pictures and store equipment but to organize records and file negatives. Once you are organized, you may begin to explore the vast opportunities. Whether you're interested in selling photos you already have as stock images or prefer to turn your living room into a temporary studio for bridal and glamour portraits, as the word spreads, you will find yourself with a nice client list.

Perhaps, you prefer to work on location shooting models or weddings, simply using your home as headquarters. No matter what route you choose, there is plenty of money to be made working from almost any location you choose.

Bridal Portraits

While wedding photography is perfect for the "at home" photographer, bridal portraits can add a measurable boost to your income. These are ideal for the photographer who likes to work at home, whether it's your home or the bride's. Even if your client prefers the studio look, it's much easier to set up a portable background than to open a studio. A bridal portrait taken at home is likely to be more comfortable for both of you, producing a beautiful photograph with a warmth you might have lost in a studio. An antique chair, stairs or a fireplace make ideal props.

To make the shoot successful for you and the experience pleasant for the bride, the following guidelines will get you started:

- Set up an appointment at least a month, preferably two, before the wedding. This will give you enough time to have the portrait ready before the wedding, since many brides like to display their portraits at the reception. For the shoot, have her bring her wedding gown, veil and anything else she wishes to use such as rings and flowers. Some photographers keep a bouquet or two of silk flowers around, which the bride may choose to use. Be prepared to spend one to two hours shooting a bridal portrait.
- To ensure comfort, have a room in your home which can serve as a dressing room. If you do not have an assistant, make sure the bride brings a friend to assist with posing, makeup, etc. Take several poses, some emphasizing the gown.
- Charge a $50 to $100 sitting fee, which is paid at the time you book the appointment.

The Press Photographer

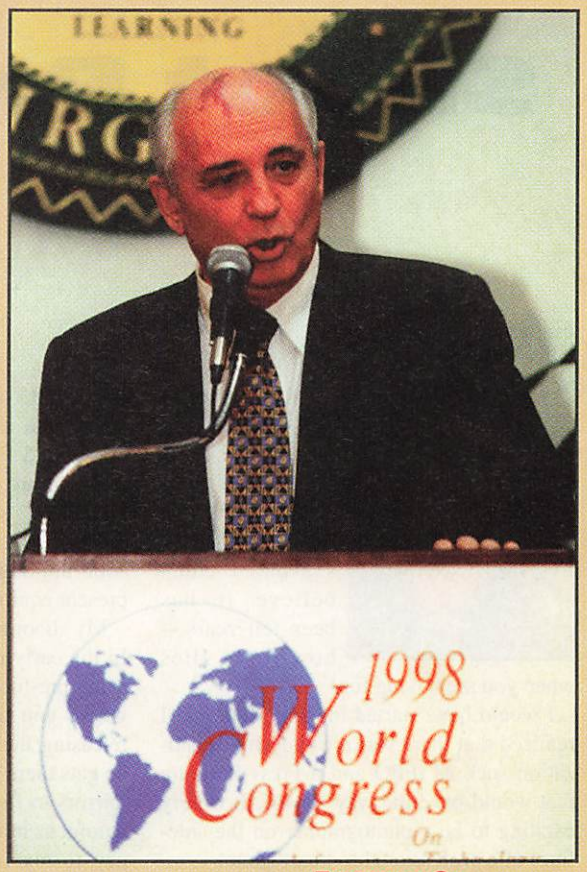
9 Exciting Opportunities

For many photographers it is a dream to be among the ranks of the press. This section offers suggestions for getting your photos published plus other money making ideas for the press photographer. Whether it's a concert or a fire scene, the key to press photography is access. In most cases you need prior permission or affiliation with the media just to get inside with your camera. It may be in the form of a police pass to cover crime scenes or an assignment letter from a publication to cover a visit by a world leader.

Becoming a press photographer often seems "beyond the means" of many. However, the IFPO press program is especially designed for freelancers. Many IFPO members have used it continuously over the years.

Once you make a name for yourself at the local stadium, coliseum, etc. or have a few of your photos published, it becomes much easier to gain access. The most important thing to remember in establishing a good relationship with event officials is to conduct yourself in a professional manner at all times. As a member of the press you have a responsibility to those involved with the event, the public at large and the publication or service for which you are working. Most of all you must have high ethical standards and practice them at all times. Then you can turn your dream into a money making reality.

Continued on page 8



Focusing On World Leaders At the 1998 World Congress on Information Technology.

Imagine you and your camera in the midst of 1600 of the top executives from the world of industry, technology and information networking together for almost a week.

Such luminaries as President Mikhail Gorbachev, (above), former president of the USSR; The Retired Honorable The Baroness Thatcher; Mr. Larry Ellison, Chairman and CEO, Oracle Corporation; Mr. Steve Forbes, Chairman and CEO, Forbes Inc; Governor James Gilmore of Virginia and movers and shakers of today's society were present.Security was very strict.

Photographers were allowed to kneel in front of the stage with flash permitted for the first 30 seconds of each speakers presentation. After that we were allowed to move around freely to shoot without flash.

Dave Oliver,
IFPO Press Photographer

That Work Anywhere

- Limit the time for viewing proofs. Selecting the pose should not take more than two days. Clearly state a time limit on the financial contract.

- Have the photo enlarged to the specified size. Preferably, you can frame it or send it out to be framed

- Sell the portrait for $150 to $300 depending on size. If you frame it, charge an extra $150 to $300 to cover the frame and add profit. Some brides buy more than one portrait for their parents and future in-laws. Profits add up fast with these extra sales.

- To make more money, sell the proofs from the session for $2 to $3 each or make a deal with the bride, such as all the proofs for $50. You won't be making any money on proofs per se, but you may be able to recover your costs. Bridal portraits will add substantial income to your wedding photography business. Think of it as bonus income to a job which is already profitable.

Stock Photography

Create your own stock photo business. Take a few of your best shots (of the category that you consider to be your specialty) and put them on the internet or send them out on speculation to users of stock photos. Lists of these users can be found in *Photographers Market*, at your local library. Depth or concentration in specific areas is essential for a good stock of photos. You can build a reputation for being the source for the best "sunset shots" or other specialty if you have the stock to back up your claim.

You have a pricing advantage by managing your own stock. You can offer a lower use fee than an agency if you wish. If a stock agency gets $100 for your photo for one time use, you would receive $50. You might offer the same image for a $75 fee. If it sells, you keep the $75 less your marketing expenses. You save the commission fees and the hassle of dealing with an agency.

The best part is that you may already have most of the photos you need. You can run your own stock photo business without leaving your home. Just a few hours per week could result in $100's or $1,000's in profits. Ω

Shoot Pro Football:

By J. Jefferson Gardner, IFPO Press Photographer

I first started to cover the Washington Redskins as a field-level photographer in the 1988 football season. I can't believe it has been ten years -- how times flies when you are having fun!

I would have started much earlier, had I realized that there was a wonderful organization such as IFPO and a Press Program that would pave the way for me. It is very exciting to be a photographer on the sidelines of a professional football game!

I'll never forget the first game I covered. I arrived just before kick-off for the game between the Washington Redskins and the (then Phoenix) Cardinals at the RFK Stadium. It was an awesome experience! I immediately gained a new respect for the players. I was close enough for the first time in my life to see how fast the game moves at the professional level and how hard it is to see all over the field. I was amazed at how big and fast the players were in person at ground level. The crowd was so loud at times that I could not converse with the photographer right beside me -- even when we screamed at each other.

Since that first experience ten years ago, many things have influenced my working habits and the quality of my images. In general it was a gradual learning experience, but there are some specifics which I can share especially about equipment, techniques and working with the media relations departments.

My most drastic changes have been in equipment upgrades. I started out using a Nikon 1000 manual focus camera with a low end 70-200 zoom lens. My first step up was to a Nikon 8008 camera with autofocus and a Nikkor 70-210 zoom lens. Now I shoot with a Nikon N90s camera with an 80-200 2.8 FD IF Nikkor lens. I noticed a tremendous difference in picture quality and clarity with each upgrade. I intend to rent a 300 2.8 or 400 2.8 lens sometime soon although I am very happy with my present equipment.

My shooting technique has evolved also. In the early days, I had good results from using pre-focus, picking a spot on the field where you think the player is going and releasing the shutter a split second before he gets there (which allows lag time for the mirrors to flip up). Now advancements in autofocus have allowed me to add that luxury to my focusing techniques. I have always had problems with 'follow focus' because of problems with my eyesight, so I currently use pre-focus and autofocus.

39 WAYS TO MAKE MONEY

PICKED OFF!

REDSKINS CORNERBACK DARRYL POINTS (31) JUMPS IN FRONT OF LIONS RECEIVER JOHNNIE MORTON (87) FOR HIS FIRST INTERCEPTION OF THE DAY. LATER POUNDS MADE ANOTHER INTERCEPTION AND RETURNED IT FOR A TOUCHDOWN.

14 Ways To Rise Above The Competition

One of the most important things I've learned to get the good shot is to understand the tendencies of a team. By tendencies, I mean understanding where they like to run, who is the intended receiver and what plays they are likely to run in various situations.

Understanding the capability of my equipment related to the action may have made the most difference in my photos. Because I don't have a really powerful lens, I have learned that I can't get too far in front of the line of scrimmage. Some of my best shots have been taken on or just behind the line. I also have lots of opportunities at every game for great candids of players and coaches. However, I am always careful not to intrude and remain in the restricted shooting area.

My film changes have not been dramatic. Starting out I used 400 speed film for early games and 1000 or 1600 speed for late afternoon or night games. Now I shoot mostly 800 speed film. It produces great grain and color saturation even when pushed to 1600.

Your Media Skills Are Everything

Working respectfully with the media relation departments is of utmost importance and should be a first priority at all times. It is imperative to follow their procedures always. It is a good idea to call the team headquarters prior to the beginning of each season to see if the procedures have changed from the previous year and to confirm the name of the contact person. (I have actually missed games because of changes in procedures.)

There are a few other basic questions that should asked such as:

How and when to verify credentials?
When and where to pick up credentials?
How early should one arrive on game day?
What are the procedures for parking?
What are the rules for photographers?

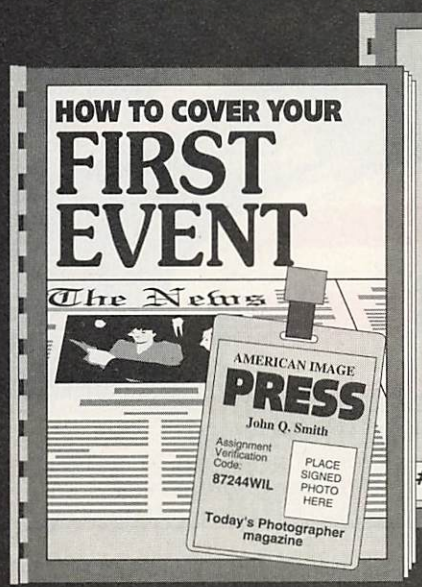
Each stadium is different. In the NFL there is a yellow line that goes all around the field and photographers must stay behind that line. At RFK Stadium you had to kneel from the 25 yard line on into the

Continued on page 50

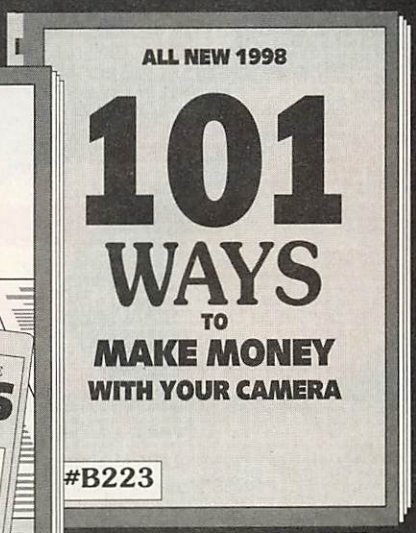
Attention Photographers
Model's Portfolio Special!

12 - 8x10
Professional Color Prints with Portfolio Case Just
$47.90
includes film processing

Additional Services Available
Call or write for information and price lists
KELLY COLOR
Box 576 Dept. PP
Morganton, NC 28680-0576
(704) 433-0934



#B221 Book, $19.95



#B223 Book, $19.95

Credit Card Orders CALL FREE
1-800-654-9557
or use the ORDER FORM on Page 47

9 Exciting Opportunities

Continued from page 5

Disaster Documentaries

When a flood occurs, a hurricane strikes or a forest fire rages, it is a news photo opportunity. Such happenings are also documentary opportunities with the organizations that must spend days, weeks or months repairing the damage. Repair firms often come from out of town, move in quickly to "shore up the damage" and get it under control, then settle in for the long haul to begin repairs. They'll often contract local photographers to do the documentary photos needed during the repair process. These photos will be used in press releases, progress reports and company historical records. Be on the scene at the right time with your camera and you may get a lucrative contract. You can make $100 to $5000 on such contracts.

Tips: Proper release forms and contracts, business cards and press credentials may be key to landing the job.

Specialty Shows

Specialty shows can be a healthy source of income. You don't often see a lot of photographers at these crowded shows. What you do see are shiny cars, handsome guns and knives, baseball cards in mint condition, prize show animals, etc. - and their proud owners.

There are three different types of pictures that can be taken. They include portraits of the car or other prized possession, candids of owners preparing for the show and group shots of contest winners and contestants. You will need samples. People like to see what they are getting for their money.

Tips: Carry forms with you to take orders on the spot. Collect payment when the order is placed. Add postage fees since you will most likely mail the photographs.

Police News Hawks

One of the best ways to stay on top of breaking crime, accident or fire emergencies is to keep a police band scanner in your car and/or home. Top news pros use this technique to beat competitors to the scene and get their shots in the morning papers. This technique works equally well in a small town or big city. Income potential is better in larger cities, but you should be able to build a respectable sideline business ($1000 or more per year) almost anywhere. Remember, always carry your camera and press credentials. You never know when you may happen upon a newsworthy accident or event.

FORMULA I GRAND PRIX MONTREAL
DAVID COOLTHARD IN THE MCLAREN MERCEDES ON THE FIRST DAY OF TRIALS
©1998 DONATO TERRIGNO, IFPO PRESS PHOTOGRAPHER

Tips: Use your IFPO press credentials to register with the police department's public affairs director. Upon approval by the public affairs office, you will be able to cross police and fire lines when the news breaks.

Sports

Sports have always been lucrative for photographers because of the multiple markets for a good photo. First, sports photos can sell as news to sports publications or as human interest items to newspapers and magazines. Secondly, you can sell to the athletes, their families, team sponsors or team owners. This applies equally to children's sports at a local level or sporting events of national rank. Great promotional photos of sports figures can bring $100 to $200 for one time use. Model releases may be required in some instances.

Tips: The two most important things to remember are (1) the great photo gets sold and (2) the photographer on the scene gets the great photo.

Entertainment

Your favorite entertainer is coming to town. What if you could find yourself in that elusive photo pit - and get paid for it?

There are a wide range of potential markets. Local newspapers or television stations often do not have the manpower to cover entertainment events. If you have or can build a good portfolio, you might eventually be hired as a stringer to cover area entertainment. Even radio stations have a constant need for publicity photos, although few have full-time photographers.

In addition, if you are not asked to sign an agreement saying you won't use your photos commercially, there is a market for them with stock agencies and private buyers. Try national publications as well.

Tips: In order to have photographic privileges at most entertainment events, you must be on assignment for a publication and gain approval in advance. The IFPO press program can be a big help to aspiring entertainment photographers.

Publicity Candids

Shooting publicity candids is a great money making plan for the entertainment photographer. If your city is early on an entertainer or group's tour calendar or there is something truly unique about your photos, you may be able to sell to the performers, their agents or recording compa-

Continued on page 10

PERFECT FOR WEDDINGS, BIRTHDAYS AND SPYING.

The Minolta Vectis 300 Beam turns picture taking into a mission. From the moment you grasp its stainless steel casing, you realize its hidden powers. At any given moment you are ready for action with a 3X zoom lens. (For the Vectis 300 is one of the world's smallest 3X zoom cameras.) A newly developed auto focus system is at your command. Click! Your image is captured on your choice of 3 print sizes. Check your index print for thumbnail size images of every picture on the roll. The Vectis 300 is not your ordinary snap shot camera. It is rather the ultimate accessory to document your life. For more info Photo Fax 1 800 528 4767. www.minoltausa.com

MINOLTA

Only from the mind of Minolta

ADVANCED PHOTO SYSTEM™

We recommend Kodak Advantix film.

©1998 Minolta Corporation

39 WAYS TO MAKE MONEY

6 Tips For Shooting

Over the last two years I've had the privilege of photographing some of the most exciting rock and roll groups performing today -- which has been one of the most awesome experiences of my lifetime.

I have always loved music and photography so it was natural for me to combine the two to see what happened. Great idea but in the beginning I faced many drawbacks -- I was unable to get the shots I wanted because I couldn't get close enough. I needed access. IFPO and Today's Photographer Magazine has generally solved that problem for me. I now gain access to many shows each year.

DAVE MUSTAINE, VOCALIST AND-GUITARIST OF MEGADETH, A HEAVY METAL BAND IN CONCERT AT THE TOLEDO SPORTS ARENA. ©1998 TONY MERRILL, IFPO PRESS PHOTOGRAPHER OLYMPUS OM, TOKINA 35-105, F3.5-4.3 LENS, 1/125 F/3.5, FUJI SUPER G 800.

Each show is different and presents the challenge of working in an unpredictable atmosphere. You never know for sure what to expect, but if you approach each new venue building on the pros and cons from the last one, it is relatively easy to walk away with some good images. In the last two years I have learned 'tons' about working with the marketing departments and shooting in strange environments some of which I would like to share with you.

- Learn the ropes. I start with contacting the marketing department at the arena where the group will be performing. It is a good idea to do this a few weeks ahead of time because sometimes only a few photo passes are issued. In the few days before the performance, publicity and marketing people are very busy. I always identify myself as a photographer for *Today's Photographer Magazine* and ask to be put on the press list for the show. At this point I am usually given the name and contact information for the band publicist. I contact that person by the method required and wait to see if I am awarded a photo pass. Some bands only want music magazines covering their shows so you do get turned down sometimes -- but don't ever give up! Go after every show you want to shoot!
- A fax machine is extremely helpful in getting your letter of assignment to the publicist on time. Also, have the Press Assignment Verification on the internet through IFPO is wonderful. The publicist can verify your credentials instantly without have to make phone calls.
- Casing the joint. Upon arrival at the arena, after I receive a photo pass and am escorted to the press area, I ask for specific instructions on how many songs I can shoot and what the restrictions are, if any. I use the remaining moments left before the show to look around the stage to see where microphone stands are, zoom in and out with my lens to see composition and become familiar with my surroundings.
- I use a Pentax K-1000 manual camera mounted with a 28-80mm lens which gives me a good

THE PRESS PHOTOGRAPHER

Continued from page 8

ny. Also if they are appearing with a new member's first appearance or if it is a reunion tour, up to date photos may really appeal to them.

Shooting candids of local groups may be just what you need to break into the publicity stills market.

Courthouse News Hawks

Most local papers don't have enough photographers to cover the court every day it's in session. Permission is required to shoot in the actual courtroom but not in the halls or on the steps outside. You'll see news makers: judges, lawyers, prosecutors, plaintiffs and defendants during the daily strain of their business. It's great stuff to shoot on spec for the local newspaper. You never know when a jury is going to render a news making decision. When and if that happens, you may have that coveted "front page" photograph right in your files!

Tips: Carry "Courthouse Photographer" business cards. It may make an editor call on you to provide specific pictures the next time a stringer is needed.

Exhibition News

Visual art exhibitions are frequented by celebrities, artists, art patrons and art judges. Photos of these events sell well to art organizations as publicity pictures, to

Rock and Roll Bands

By Cathy Skrinak, IFPO Press Photographer, Middletown, PA

range -- a long lens is not needed in the press area. Flash is never permitted so I always use a fast film such as 400 or 800 speed. The three most important factors to consider are the limited amount of shooting time, constantly changing lights and the movement of your subject. You have absolutely no control over the limited shooting time, but you can learn to work with lighting and predict movement. Lighting varies from one show to the next and is always a challenge. I try to keep a focus on my subject and wait for the lights to come up, hoping fervently that he will not move! Almost everything else is controlled by luck, so carry extra film and shoot as much as possible. The nature of this type of photography only produces a few good shots per roll at best.

- Know the performers. Each band develops a performance style. In rock and roll anything goes, even on stage! Some performers have a wild stage presence, while others just hang out and play their music. It is always good to know what to expect. I read some of the popular music publications which give me some background, if I'm not already familiar with a particular band. Better yet, watch a music video to learn at which points the performers are most likely to approach the microphones.
- Building a portfolio. I use my Press Credentials to get the photos for *Today's Photographer* and to build my own portfolio. Every show means more experience and better images. My goal is to get published in a music publication such as *Rolling Stone, Circus* or *Metal Edge*. I already have photos of eight well known bands and have been issued credentials for Van Halen and the Kenny Wayne Shepherd Band.

In the last two years I have had an incredible experience doing exactly what I love -- combining music and photography, made possible by the IFPO Press Program. There is no way I would be able to do this without the back-up of a publication. Also, I would like to express my appreciation to the Marketing Department of the Hershey Arena and Stadium in Hershey, PA. I can always count on them for providing the necessary information needed to do my job. What a great way to learn the business! Ω

ROD STEWART IN CONCERT AT THE HERSHEY PARK STADIUM.

"I FIND THAT USING THE MANUAL CAMERA OR THE MANUAL OVERDRIVE SETTING GIVES ME THE BEST CONTROL IN THE CONCERT SETTING." CATHY SKRINAK, IFPO PRESS PHOTOGRAPHER.

9 Exciting Opportunities

local newspapers and magazines and to the individuals captured on film. Check local newspapers for exhibition schedules - then attend with your camera. Even if you don't sell at first, it won't be long until you are known as the "art photographer."

Tips: Include the names and titles of people attending the event as well as captions and the artist's name for the works of art that appear in the photos.

Politicians

Figures running for political office do everything possible to get in front of the voting public. When you cover the candidates' activities you have two eager markets - the candidate and the media.

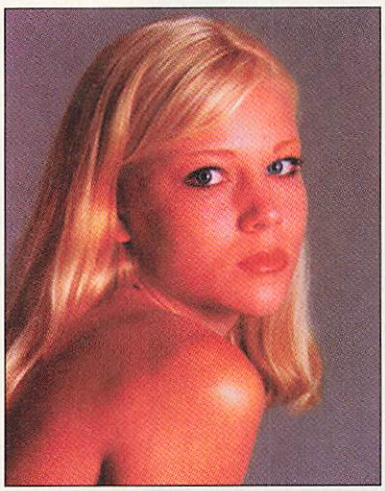
Equipment Notes: A basic 35mm camera with one or two good lenses that can be easily transported is a must for the press photographer. You will also need a variety of film and flash equipment for those strange lighting situations you will encounter.

Other needs of the serious press photographer include a police band scanner to be alerted of breaking news events, such as fires and accidents. Perhaps, most importantly is the need for official press credentials, whether from IFPO or another recognized publication. Ω

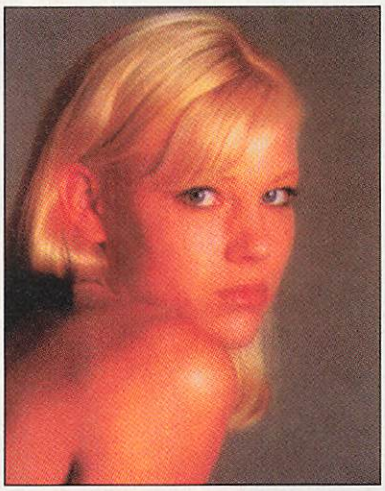
5 Secrets

Use Special Effects To Beat The Competition

Try Soft Focus Filters



Without Filter



With Filter

Compare the difference in the texture of Model's skin and hair. The photo without the filter (left) seems harsh while the other photo (right) is softer and more appealing. Soft focus is especially effective for engagement photos and in some bridal portraits. *©1998 Dennis Hodges IFPO*

Special effects photographs make a nice addition to standard portrait or glamour packages. Various unusual effects may be achieved through filters, lighting, double exposures and/or sandwiching. Your added effect may be as simple as a oval matte, decorative border or other presentation.

These easily achieved effects tend to appeal to a large number of customers and may be worth $20 to $30 more per package to your customers. Or you may choose to simply offer these extras as bonuses to regular packages to increase sales and attract more business. Either way you win.

If you choose special effects through filters, a soft focus is the one that every photographer must have. If you are shooting weddings, glamour and boudoir or models in general this filter will increase sales.

Include at least one soft focus print in each photo package and point it out. Women, especially, will often schedule another complete shoot for soft focus filter prints only. An additional shoot has the potential to double the income from one client! Ω

Find Your Niche in Glamour Photography

Glamour photography can become a big business for the photographer who takes time to work with the tools he has and market himself and his "product" effectively. Whether you are interested in working with high class models, part-time models or women who just want glamorous pictures taken, the opportunities to make money are limitless. To find your niche and potential income level requires an honest analysis of your skills and equipment.

Photographing top models requires sophisticated equipment, a well equipped studio and great skills combined with experience and reputation. Taking photographs of part-time models requires good, dependable equipment, a mini studio and/or location work. If you are just starting out shooting the fun type of glamour pictures, go with what you have. You can expect to make up to $5,000 a year, depending on how much shooting you do.

To get started, with the equipment you have, set up a mini studio in your home with two lighting options - one soft focus. Then team up with friends to practice your techniques. Thank the people who help you by giving them a copy or two of their pictures. Use these photos to create a portfolio of your work to attract new clients. Your income level can and, most likely, will be determined by your experience and desire. Remember that income is relative

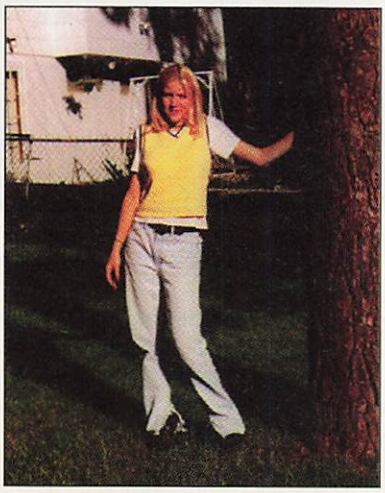
To Photos That Sell

By Dennis Hodges, IFPO, Kansas City, MO

There's a lot more to success as a professional photographer than marketing skills and good equipment. To make money, you're going to need keen photography skills AND a 'go with what you got' attitude. You must constantly look for ways to make your business stand out from the competition and to promote yourself and your work.

Using facilitators to steer a customer to you instead of a competitor is often the key. What can you do to make a customer spend $120 for photos instead of $65? What else might you do to "facilitate" a customer into spending money NOW with you? One of the easiest ways to 'jump start' your business is to shoot on location, keep your costs low yet deliver professional images.

Learn To Transform Your Images



Model Jennifer
©1998 Dennis Hodges IFPO

The first photo (above left) illustrates the most common error of the location photographer. The model is centered and the background cluttered which makes a boring image. Tip: One way to get rid of a distracting background is to blur it by opening the camera lens to F 2.8 or F 4 and experiment. The composition of the second photo (center) is improved. The model is turned toward the camera but is facing the sun (always a no, no) which causes her to squint. The background is not blurred nearly enough with the F 5.6 setting.

The third photo (right) is much better. The model was moved a few feet and placed in front of a honeysuckle bush which worked well as a background. The sun was coming from behind and served as a hair light but created shadows on the face. A flash was mounted on the side of the camera to provide enough light for proper exposure. This photo has sales appeal!

Continued on page 49

To Set Your Own Income

to the area in which you work, the amount of time you invest and fees as compared to the competition. The key, no matter what niche you choose in glamour photography, is to be professional. Working at home may not get you the cover of the *Sports Illustrated* Swimsuit Issue, but it will help you establish a niche for your glamour photography.

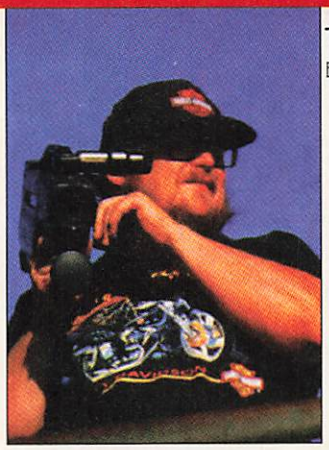
Equipment Notes

The photographer who wants to try one or more of these money-making endeavors probably has the equipment required to get started. A 35mm camera, one or two good lenses and basic lighting equipment is all that is needed. For props and backgrounds, use things you already have around the house.

Pick up additional items at yard sales and auctions. Simply start with whatever you have, adding more equipment and props as your business develops. Ω

39 WAYS TO MAKE MONEY

On Assignment



Tech Tips With A sense of Humor

By James Kemp IFPO, Baltimore, MD

I have been shooting motorsports for years and have been published in numerous magazines including **EasyRider, Iron Horse, SuperCycle, Dirt Bike, 3/4 Wheel, Daisy Hi-Torque, Crash and Burn** as well as **Larry Flynn Publication.** I attribute my publishing success to a few simple practices which I offer here with a sense of humor.

It's amazing to me to work along side photographers who are simply not using their cameras! Also with others who do not approach the action or seem to know what to look for.

Some of the most fun events I've covered are water crossings. Imagine hordes of cyclists racing across a river in bunches. If you expect to capture the real action, there's is only one way to do it -- jump in the river!

5 Tips To Improve Your Images

1. Pick up the camera! You cannot believe how many of my friends miss great shots because their cameras are in their pockets, on their laps or just hanging from their necks.
2. Get Dirty! If you cover a race, get close to the action -- but don't get run over.
3. Watch for trouble! Even from the stands look for smoke, sparks or change in driving style.
4. Watch out for the Banana Bunch. This is a bunch of guys racing close together but usually not up front. Someone always makes a mistake causing problems for the bunch, sometimes provides a dozen shots.
6. Sunlight was made for picture taking. Put your back to the sun for great light.

Drivers don't know how fast they can go until they crash or fall off! Spot these and wait for the action. Ω

Bunch In Action

Photos © 1998 by James Kemp IFPO

1. Bunch spotted going into the first turn.
2. Second Place hits back of First Place.
3. Second Place about to be hit by Third Place.
4. Fourth and Fifth run into Second and Third

Winning Strategies

In this issue we are happy to feature the work of IFPO members James Kemp. Donato Terrigno and A. R. Galanti. Peter Potter, Motor Sports Editor at Large

The Miller 200 At Mid-Ohio

Shooting from the pit areas, starting grid and winners circle was the biggest thrill of my life.

A. R. Galanti IFPO Press Photographer, Woodbury, NJ

Equipment: Nikon 8008s, Canon T70, Tokina 300mm F/4 AF, Canon 300mm F/4, Tokina 70-210mm F/4. Nikkor 3580mm F/4 AF.

Victory Celebration
(Left to right) Bobby Rahal, Third Place; Chip Ganassi, Team Owner; Alex Zanardi, First Place; Greg Moore, Second Place.

1998 Mid-Ohio Sports Car Course Schedule

(800) Mid-Ohio • www.midohio.com

Date	Race	Series
August 6-9	Miller Lite 200	CART World Series Championship
October 5-11	Valvoline Runoffs	SCCA National Championships

Formula I Grand Prix Montreal

The Schumacher Ferrari on the First Day of Trials

©1998 Donato Terrigno, IFPO. Nikon F5, 300mm F 2.8, Fuji Velvia.

IFPO Distributor Program

Do You Qualify?

YES NO

- ☐ ☐ Do you want to make big money part or full-time in an serious, established, proven high-growth business?
- ☐ ☐ Do you have a few hours a week to invest in your financial future?
- ☐ ☐ Are you planning to make purchases of products and programs for yourself, family or friends from IFPO and want to have big savings?
- ☐ ☐ Are you involved with a camera club, a photography class or other photography group and want to save your group large amounts of money on purchases ?

If you answered "YES" to one or more of these questions, then read on. The IFPO distributor program could change your life.

reduced from $1,490!
now only $587

HOW IT WORKS

As a Distributor, you will be able to purchase any IFPO product or program advertised in a current issue of Today's Photographer Magazine for only 50% of the listed price*. You can order in any quantities and keep 50% of the purchase price for yourself. As a distributor, you can also order for yourself, your friends and family at half price.

- **You can sell** memberships, books, videos, forms, press programs, model consulting programs or any IFPO product or program advertised in Today's Photographer Magazine*. You collect the full list price from your customer, but send only half of list price to IFPO. You make money instantly.
- **You can have products** and programs shipped directly to your customer or shipped directly to you. It's your choice each time you place an order as a distributor.
- **You can get your** investment back in hours. Most people who buy memberships also buy programs and products. Your first few customers will cover your investment.
- **You can win big** by becoming the authorized distributor for IFPO products at institutions around the world. Here is a sample list of institutions that have already placed large orders directly with us:

Miami Killian Senior High School, Miami, FL; Leon County Schools, FL; River East School Division, Winnipeg, Manitoba, Canada; Aims Community College, Greeley, CO; CBN University Library, Virginia Beach, VA; Southwest State University Library, Marshall, MN; University of Pittsburgh, Pittsburgh, PA; NAF Fort Sam Houston, TX; Stockton Unified School District, Stockton, CA; Phillipsburg Board of Education, NJ; Roberts High School, Florence, CO; Oakton Comm. College, Des Plaines, IL; Greenville Tech. College, SC.

- **You can attach** your distributor business card or a printed label to issues of Today's Photographer and distribute the issues to schools, groups, or anyone interested in photography. They will order from you as an authorized distributor. Remember, a place is provided on the order form for you to stamp your name, address, or any message as a Distributor.

No Experience Necessary. The IFPO Distributor Manual will guide you step-by-step through every aspect of your new business. A Distributor support team is available to answer your questions during business hours.

No Limits. You are not restricted to any geographic area or required to meet sales goals or targets. You can work at your own pace and make as much money as you wish. There are no quotas to fill or minimum purchase quantities.

Satisfaction Guaranteed. The IFPO Distributor Program carries the IFPO 100% satisfaction guarantee on ALL IFPO programs and products.

No Strings Attached. We're not selling you a franchise and we don't take a percentage of your earnings. We do provide you with what you need to start making money immediately. We do not tell you how, where, or when to conduct your business. We do not require the large initial investments of $15,000 to $150,000 that most business opportunities have. You do not have to renew your distributorship ever. You never have to pay penalties for lack of order activity.

ACT NOW. The price of the IFPO Distributor Program is reduced to $587 after selling for $1,490 for years! You can now start your own business for only $587. You may never again have an opportunity like this in your lifetime.

IFPO DISTRIBUTOR ENROLLMENT

YES, I want to become an IFPO Distributor and get my Distributor's Program Kit #1901B for only $587 which includes an IFPO Distributor's ID card, certificate, operating manual; also a supply of order forms and Today's Photographer Magazines. My check, Money Order, or Credit Card Number is enclosed. USA/Canada/Mexico shipping $15. Foreign Shipping $34.

5 digit IFPO ID#_____or enclose dues (see page 17)

name _____

(optional) business name _____

address _____

city/state/zip_____

phone/FAX_____

email _____

***EXCLUSIONS** from the distributor's 50% discount:
All USA and Foreign shipping fees • Workshops or School programs • Quantity discount packages such as 267X, 3REX, item numbers containing "X", or special priced sale offers with expiration dates • Classified and display advertising • Offers or prices for items advertised in out-of-date issues may no longer be valid • Advertisements for items not sold by IFPO/American Image are excluded.

Send Check, Money Order, OR use your Credit Card as follows:

Visa/MasterCard/American Express/Optima Card # expiration date

signature_____

Mail to the Distributor Search Committee:
IFPO DSC
P.O. Box 777
Lewisville, NC
27023-0777 USA

IFPO's 18 PROVEN PROGRAMS

1 PRESS CREDENTIALS •Gain Access to controlled events! Sports, Concerts, Crime Scenes, Fires, Storms, details on page 20, 21, 22, 23.

2 ASSIGNMENT DATA BANK •Register for Assignments! "Dream" assignments you've always wanted can really be yours! see page 18.

3 STOCK PHOTO GALLERY & SALES •SELL the photos you've already taken! page 4.

4 INTERNET HOME PAGES •Get your own Home Page at **TOP PHOTOGRAPHERS**! Display your photos, awards, credits, resume and contact info. page 13.

5 PHOTOGRAPHY WORKSHOPS in Maine •Forensic to Outdoor Adventures! page 50, 51.

6 MERIT & ACHIEVEMENT •Gold Seal Merit Cards in the 60 categories. page 26, 27.

7 IFPO CREDENTIALS •Clout to succeed with an internationally recognized organization. page 64.

8 AMERICAN IMAGE PRESS CLUB •Get published, get paid and gain recognition. page 63.

9 PICTURE AWARDS •Earn publishing credits and "Certificate of Publication Awards." page 46.

10 PROFESSIONAL CERTIFICATION CPMP (Certified Professional Master Photographer), CPCP (Certified Professional Craftsman Photographer and (PCP) Professional Certified Photographer. IFPO-CPACM Certification Board of Regents, 59 Canal St. Box 9, Lewiston ME 04240, based on academic merits.

11 GLAMOUR.ELITE •Attract celebrities and "discoveries" plus get published. page 1.

12 LEARNING LIBRARY •HOW-TO: weddings, sports, travel, wildlife, glamour, model portfolios, commercial, boudoir, figure, lighting: beginner, intermediate, advanced techniques for shooting on location or studio. page 30-45.

13 FORMS (61) •For Photographers: Technical, Contracts, Checklists, Releases, Copyrights pg 28-29.

14 PHOTO CONTEST + El Niño Awards •Cash prizes, monthly contest, page 54-55.

15 IFPO REPORTS •Make money with your camera.

16 ACCESSORIES •Patches, windshield stickers, letterhead, business cards, etc. pages 24-25.

17 DISTRIBUTORSHIPS •Sell IFPO programs, books, videos and forms part or full time. page 61.

18 MODEL CONSULTING •Pays you to discover new faces and figures while pursuing your interest in glamour photography. Ω

International Freelance Photographers Organization

MEMBERSHIP APPLICATION

THE PROVEN BRIDGE TO FREELANCING

ABOUT YOU:

Which best describes your photography:

- ❑ I am a beginner or amateur
- ❑ I am an advanced amateur or Part-Time Pro.
- ❑ I am a full-time professional.

I want **PRESS ACCESS** with my camera:

- ❑ Sports events.
- ❑ Concerts.
- ❑ Breaking news.
- ❑ Celebrity events.
- ❑ Crime scenes.
- ❑ Fire scenes.
- ❑ Press conferences.
- ❑ Entertainment events.

Check each area that interests you strongly:

- ❑ Press photography.
- ❑ Sports/Action.
- ❑ Nature/wildlife.
- ❑ Travel photography.
- ❑ Videography.
- ❑ Advertising.
- ❑ Glamour.
- ❑ Commercial.
- ❑ Wedding.
- ❑ Portrait photography.

Are you available for photo assignments?:

- ❑ YES.
- ❑ NO.

Enroll me as an IFPO Lifetime Member and send my Membership I.D. Card and Parchment Certificate + Complete Membership Packet. I enclose $68 for LIFETIME Membership and **LIFETIME Subscription** to Today's Photographer Magazine PLUS $6 for priority handling and First Class Mail of my Membership Packet ($74 TOTAL).

My membership packet will include details on how I can participate in **IFPO's PROVEN PROGRAMS** for getting **PUBLISHED**, making **MONEY** and gaining **PRESS ACCESS** with your camera.

name

(optional) business name

address

city/st/zip

phone number/FAX number

ENCLOSE CHECK, MONEY ORDER, OR PAY BY CREDIT CARD

Visa/MasterCard/American Express/Optima Card # | expiration date

To join IFPO by mail, use this form or the order form on page 47 and send your dues to:

IFPO, P.O. Box 777, Lewisville, NC 27023-0777 USA

OR use your credit card and:

CALL FREE 1-800-654-9557 or FAX 1-800-283-5989

IFPO On Assignment

Success Stories

IFPO Credentials Really Work by Joycelyn Goins, Detroit, MI

I have often read success stories of other IFPO members in this magazine and wondered if it could happen to me. After carefully reading the Press Credentials Book for inspiration, I decided to give it a try.

About the same time I learned that *Tina Turner's Wildest Dreams Tour* was coming to Detroit. I immediately contacted her publicist and was told to fax my press assignment information to their office. I did. I was then notified by the publicist to pick up my photo pass at 'will call'.

On the day of performance, I arrived at the arena an hour early and introduced myself to staff and security. To my surprise I was told that I could also photograph Cyndi Lauper, Tina's opening act. Since then I have succeeded in gaining access to a number of other concerts.

I only shoot part time but like all press photographers, I dream of getting published and shooting at other major events in the world of entertainment. After all that is the role of a press photographer -- right? Ω

ASSIGNMENTS NOW! TM

FREELANCE PHOTOGRAPHER'S ASSIGNMENT BANK on the INTERNET

GET ASSIGNMENTS or SELL PHOTOS you already have!
Assignment and Picture Editors and other Photo Buyers have DIRECT and INSTANT INTERNET access to this vital information from ANYWHERE in the WORLD!

Editors and Photo Buyers Find You!
Photo buyers and Editors can search the assignment banks by: COUNTRY, STATE or PROVINCE, CITY or PHOTOGRAPHERS' SPECIALTY. Check it out at:
http://www.aipress.com/assignment.html

Here's How You Get Paid!
YOU decide the method of contact: mail, phone, fax or e-mail, or whatever contact method you put in your record. Make arrangements directly with your client just as you would if the client were contacting you from your current expensive advertising.

The ASSIGNMENT DATA BANK Your CONTACT and SPECIALTY information is available world-wide for as low as $40 per year. You can be on all 5 Assignment Banks for only $98 per year.

279,881 searches performed in the FIRST 547 days!

***as of May 12, 1998, when this magazine went to press, nearly 280,000 searches were performed on the Assignment Bank since it was inaugurated on October 1, 1996! If you're on it, Assignment and Picture Editors can find you for the dream assignments you've been looking for! Registrations are accepted on a FIRST COME, FIRST SERVE basis!**

Assignment Registration Form (IFPO MEMBERS ONLY!)

YOUR CONTACT INFORMATION

name _____ # I.D. _____

studio or business name (optional) _____

address _____

city, state, zip code, country _____

phone _____ fax (optional) _____

email address(optional) _____ home page URL (optional) _____

I enclose the annual fee(s) for the assignments I desire for the first year STORAGE and SEARCH ACCESS of my contact information on the ASSIGNMENT BANK(s). In addition, I will receive a laminated INTERNET ASSIGNMENT BANK I.D. Card with my Internet address. TIP: Save $102 by choosing ADBXX and get on up to 5 Assignment Banks for only $98.

check ☐ m.o. ☐ credit card ☐

Visa/MasterCard/American Express/Optima Card # _____ expiration date _____

signature _____

DESIRED ASSIGNMENTS

#code	Assignment Bank	annual fee
ADB01	Sports Assignments (includes sports celebrities)	$40.00
ADB02	Entertainment Assignments (incl. entertainment celebrities)	$40.00
ADB03	Travel and Expedition Assignments + Wildlife, Outdoor.	$40.00
ADB04	Glamour/Fashion Assignments	$40.00
ADB05	NEWS, PRESS, Storms, Fire crime and emergencies.	$40.00
ADBXX	ALL ASSIGNMENTS (all 5 categories above, OR circle up to all 5 if you choose not to be in certain assignment banks.	$98.00
TOTAL ENCLOSED (circle your desired assignment types and total the amounts)		

To Register on the ASSIGNMENT BANK on the INTERNET:

TOLL FREE: **1-800-654-9557** *(CREDIT CARDS ONLY!)*
ON-LINE: http://www.**aipress.com**/freelance.html
BY FAX: **1-800-283-5989** *(CREDIT CARDS ONLY!)*
or MAIL TO: **A.D.B.** PO Box 777 Lewisville NC 27023-0777

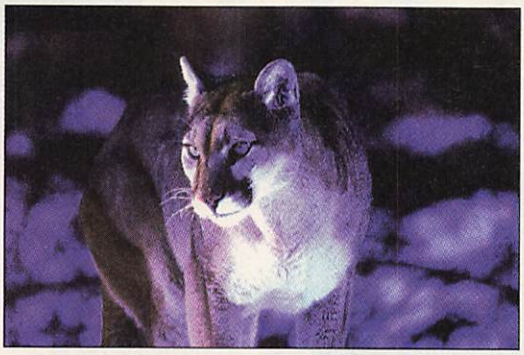
We're on more than 60 search engines

READERS' REPORT

How To Shoot Better Animal Portraits .. by a foot!

by Walter Pietrowicz IFPO

With all the various subjects to photograph, wild and the not-so wild, animal portraits are probably the most challenging and fascinating to photograph.



Whether you encounter these animals in their natural habitat, a controlled model shoot, a rehabilitation center, a zoo, or are just photographing the family pet, employing the following simple adjustments (tips) can and will help you create a most rewarding image.

When photographing an overall or full-body shot of an animal, many of us have the tendency to eliminate parts of the animal's body when framing the shot. While this is OK most of the time, remember to always include the subject's feet in your photograph.

The absence of the feet *(photo left)* lessens the impact of this powerful animal, thus producing a static and less appealing image to enjoy.

Including the feet *(photo above)* not only visually anchors the subject, but a feeling of the cat's demeanor and a better sense of its behavior is projected to the viewer.

I hope you'll add this tip to your arsenal of photographic knowledge and employ it the next time you are confronted with the opportunity to utilize it. After all, the better knowledge of this and other small building blocks (TIPS) can only produce a better photograph and prevent your viewers from asking, "where's the feet?"

STRAIGHT FROM THE PUBLISHER

ASSIGNMENTS NOW!

The ASSIGNMENT BANK continues to be the most active and exciting part of IFPO's extensive resources on the internet. Why? It's easy. First, people with cameras want to make money with them (or at least wonder about it). Second, there are a limited number of "top photographers" whose names are at the tip of every picture editor's lips. They keep booked almost constantly. Where can editors go for a photographer? That's right, the ASSIGNMENT BANK!

NEARLY 280,000 HITS!

In it's first year and a half of operation, (as of this press date) 279,881 searches were performed on the Assignment Bank! That's an average of 512 per day and the rate of growth is staggering. The Wall Street Journal recently reported that Internet traffic is doubling EVERY 100 DAYS!

New Picture Editors and potential clients looking for Freelance Photographers are using the Internet as their first resource. Older ones (the tail draggers), more reluctant to dive into the internet swimming pool, are getting their toes wet at the shallow end. They won't be far behind.

THE "FREE" FREELANCER

Don't forget, there is a reason that "Freelancer" contains the word "FREE." To take advantage of the Assignment Bank, the Freelance Photographer does not even have to have a computer or even access to one to be on the Assignment Bank and be available for dream assignments. Secondly, FREE means that if an assignment opportunity were to surface that did not please you for some reason (ie: type of assignment, location or pay), you can simply say you are booked.

YOUR SPECIALTY

We've made a big improvement and change in the Assignment Bank recently! In the past, Freelancers were allowed to select from (or name their own) a large range of photography specialties. Where this may have pleased the photographers, it CONFUSED editors and clients. Now, editors and clients can go straight to one of 5 Assignment Banks clearly marked with a specialty description that makes sense to them. No more confusion: faster action! The Freelancer who likes to shoot horses ONLY on the other hand, has the freedom to turn down an assignment to shoot dogs.

ALL FREELANCE ASSIGNMENTS

"All Freelance Assignments" is still the best choice. When you start to get selective, you may not realize what you are turning down. When you select "All," you will know what kind of opportunities are passing by. The "All" selection will make sure that YOU won't be passed by.

MORE HORSES

Getting back to the example of the Freelancer who likes to shoot horses, an editor who wants someone to shoot horses could believe he has a (1) Sports Assignment, (2) Entertainment Assignment, (3) Travel-Outdoor Assignment or (4) a News or Press Assignment. The editor is paying for the assignment. The one who pays gets to decide what kind of assignment it is!

CURRENT ASSIGNMENT BANK MEMBERS:

You automatically go on all 5 of the new Assignment Banks. If there's one you don't want to be on, let us know. However, think well on this. Removal removes opportunities.

AMAZON.COM

The largest book store in the world today is AMAZON.COM on the internet. It achieved this by simply being the FIRST book store on the internet, then the internet swelled beneath their feet enabling them to ride it to the top. The internet is still swelling at an unbelievable rate. The ones that will come out on top are already on it, riding the crest of the swelling wave. ACT NOW. Registering for assignments is as simple as completing the form on the facing page then mailing or faxing it in. For even faster service, use the TOLL FREE number or go the the registration web-site on the internet! The road to tomorrow begins right now!

IFPO Press Program

What is the IFPO PRESS Program?

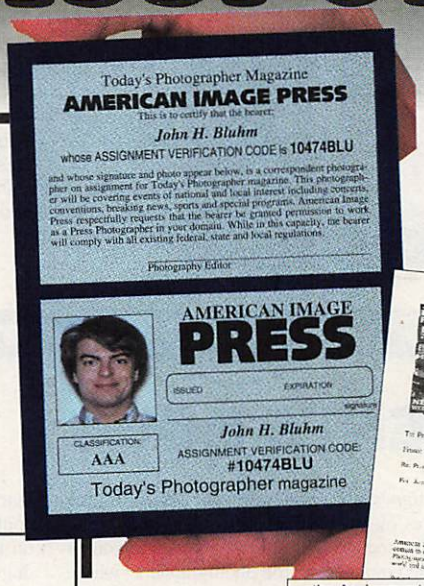
The PRESS Program is designed to get you and your camera to the spot that will get you that great money making, award winning shot that everyone will want to publish. It will get you up front and backstage at a concert or performance and on the sidelines or in the press towers at sporting events. It will get you into news conferences with dignitaries and celebrities, and across police barriers at crime or accident scenes.

How does it work so effectively?

Freelancers have great difficulty gaining the access to events because they are not representing a publication or media organization. The IFPO PRESS Program solves this by issuing credentials to you as a photographer on-assignment for Today's Photographer Magazine. Our 14 year reputation covering all kinds of events around the world means that our credentials are respected everywhere.

If you HAVE been Published ...YOU QUALIFY for the

PRESS PASSPORT



the Assignment Letter comes with the Press Passport or the Press Credentials

PRESS PASSPORT
APPLICATION FORM

The PRESS PASSPORT is only available to IFPO members who have been published. If you are not an IFPO member, include your membership dues with this application. Membership dues information is on page 17.

5 Digit IFPO Member# _____ or enclose dues

name _____

address _____

city/st/zip _____

phone/FAX _____

CLASSIFICATION INFORMATION:
(List at least one publication in which your photos have appeared)

_____ _____

I want to gain PRESS PASSPORT access with my camera to: (check all that apply)

- ❑ Sports events.
- ❑ Crime scenes.
- ❑ Concerts.
- ❑ Fire scenes.
- ❑ Breaking news.
- ❑ Press conferences.
- ❑ Celebrity events.
- ❑ Entertainment events.
- ❑ Political events.

Are you available for photo assignments?: ❑ YES. ❑ NO.

Please keep photos, tear sheets or other proof of publication in your own files for possible future reference. Do not send them to IFPO.

The custom designed PRESS PASSPORT comes with everything you need for final assembly in just seconds using your own photo. A special statement of certification is a permanent part of your PRESS PASSPORT's upper panel. In addition, an Official Letter of Certification is included which endorses you as an American Image PRESS photographer on assignment for *Today's Photographer* magazine and requests official access to events. This letter is an integral part of the Press Program. It is tested and proven to establish privileges of the working press for IFPO members. If an additional letter of assignment is required, the fully supported IFPO press program will also provide that service. Details are provided with your Press package.

FEE AND PAYMENT:

#408A	PRESS PASSPORT FEE	$99.00
	APPLICATION FEE (non-refundable)	$20.00
	SHIPPING (first class mail)	$7.00
TOTAL	**PAYMENT ENCLOSED**	**$126.00**

Use your Check, Money Order, Or Credit Card as follows:

Visa/MasterCard/American Express/Optima Card # — expiration date

MAIL THIS FORM: IFPO Press Program, PO Box 777, Lewisville, NC 27023-0777 or Credit Cards CALL **FREE 1-800-654-9557** or FAX 1-800-283-5989. Specify that you are ordering the PRESS PASSPORT.

IFPO's COMPLETE PRESS
PROGRAMS HIT ALL 4 KEY FACTORS

1. ON ASSIGNMENT:
Because freelancers are often turned away at events, our program credentials you as ON ASSIGNMENT for Today's Photographer magazine and the parent publisher American Image Press.

2. BACK-UP AND SUPPORT:
Although your press package arms you with a general letter of assignment effective in most cases, You can encounter officials who want an editors specific letter of assignment for that specific event on that day. Your package comes with this support with easy to use request sheets and a telephone help number.

3. ASSIGNMENT VERIFICATION:
Press Officials can check you out! Your press package includes assignment verification using your unique Assignment Verification Code (AVC) by phone or fax during normal business hours. Optionally, world-wide 24 hour/day verification is available via our special verification site. Details are at the bottom of page 21.

4. GETTING PUBLISHED:
Photographers who get published gain access! IFPO's get-published programs are equal to none; from the Today's Photographer Editor's Sweepstakes to the American Image Press Club.

complete IFPO Programs and Catalog
www.aipress.com or www.ifpo.net

ORDER TOLL FREE 24 hours 7 days
1-800-654-9557

ORDER FORM on page 47

IFPO Press Program

MAKE IMPORTANT CONTACTS.

You can meet important people through the IFPO PRESS PASSPORT and PRESS CREDENTIALS programs. You may cover activities such as concerts, sports events, news conferences, police emergencies, and events that feature dignitaries and celebrities. Most celebrities, sports personalities, and government officials want to maintain good relations with the Press and will treat you preferentially.

HOW CAN MY CREDENTIALS BE VERIFIED?

Press Officials/ Celebrities/ Publishers can **VERIFY** your **Assignment Status** by calling 910-945-9867 or fax 910-945-3711 the Press Office 9:AM - 5:PM Eastern Time, weekdays except holidays. This service comes FREE with the Press Passport or Press Credentials packages. For Assignment **VERIFICATION** anywhere in the world, 24hours/day, see the new **INTERNET ASSIGNMENT VERIFICATION** below.

If you HAVE NOT been Published ...YOU QUALIFY for

PRESS CREDENTIALS

PRESS CREDENTIALS ENROLLMENT FORM

Cat#	Description	Price EA.
☐ 402A	**BASIC CREDENTIALS SET** PRESS PASS I.D. Badge with laminating jacket & badge clip, plus Official Letter of Certification placing you on assignment for *Today's Photographer Magazine* & American Image Press.	$59.95
☐ 402B	**FULL CREDENTIALS SET** 406A (above) + 1 wallet Press Card, 3 I.D. tags with laminating jackets and leatherette straps.	$69.95
☐ 402C	**FULL CREDENTIALS SET PLUS** 402A & 402B (above) + #2207A PocketGuide™ to PRESS PHOTOGRAPHY + #139A PRESS Assignment Request Memo (pack of 100)	$89.95
☐	USA Shipping, Shipped next business day First Class Mail, **ADD $7** (foreign shipping use the instructions on page 47)	$7.00
	Total Amount Enclosed	

IFPO members only! If you are not a member, you may include your membership dues with this order (see page 17).

5 Digit IFPO Member# _____ or enclose dues

name

address

city/st/zip

phone/FAX

Use your Check, Money Order, Or Credit Card as follows: Visa/MasterCard/American Express/Optima Card # expiration date

PRESS ASSIGNMENT VERIFICATION

Press Officials/ Celebrities/ Publishers can **VERIFY** your **Assignment Status** by calling 336-945-9867 or fax 336-945-3711 the Press Office 9:AM - 5:PM Eastern Time, weekdays except holidays - a free service that has always been a part of the Press Passport or Press Credentials packages. BUT . . If you are covering an evening or weekend concert or sports event or are out of the Eastern Time-zone you should consider IFPO's **INTERNET ASSIGNMENT VERIFICATION** Service. It works from ANYWHERE in the world, 24 hours/day, 365 days/year and you DON'T need a computer!

It's Effective! It's Inexpensive! It's the Wave of the Future! It's Available Right Now! You will receive a laminated **ASSIGNMENT VERIFICATION CARD** to present to officials.

PRESS PROGRAM OPTION

YES! I am a current press member or am ordering the 402 or 408 press program right now. Sign me up for INTERNET ASSIGNMENT VERIFICATION (#400AV)!

I enclose $39 which includes the $19 one-time set-up fee and the first 2-year Internet Assignment Verification service fee of $20 ($10/year). (order code# is 400AV if you use the order form on page 47)

IFPO member # and name

address, city, state, zip

phone, fax, and/or email

Use your Check, Money Order, Or Credit Card as follows: Visa/MasterCard/American Express/Optima Card # expiration date

PRESS SURVIVAL GEAR

BREAKING NEWS CHASE kit!

PRESS PROGRAM OPTION

WHAT IS IT?

The Breaking News Chase Kit is composed of three vital parts. The Pursuit Package gets you on the scene; the Action Package gives what you need at the scene; the Instant Response Package gets your news story to the right news outlet instantly.

WHO CAN GET IT

1. If you are an IFPO member with the Press Passport, Press Credentials or both, YOU QUALIFY and may order the Breaking News Chase Kit.
2. If you are an IFPO member, but not yet a member of the press program, TO QUALIFY you must order one of the press programs (page 20 & 21) before or at the same time you order the Chase Kit.

WHAT YOU GET

The *Pursuit Package:*

- Three (3) fully assembled laminated NEWS REPORTER accreditation ID's each with your name and Assignment Verification Code. They are custom made to use with your current Press Passport, Press Badge and Press Wallet I.D. Card.
- The Pursuit Guide prepares you to gather, record and distribute breaking news stories.

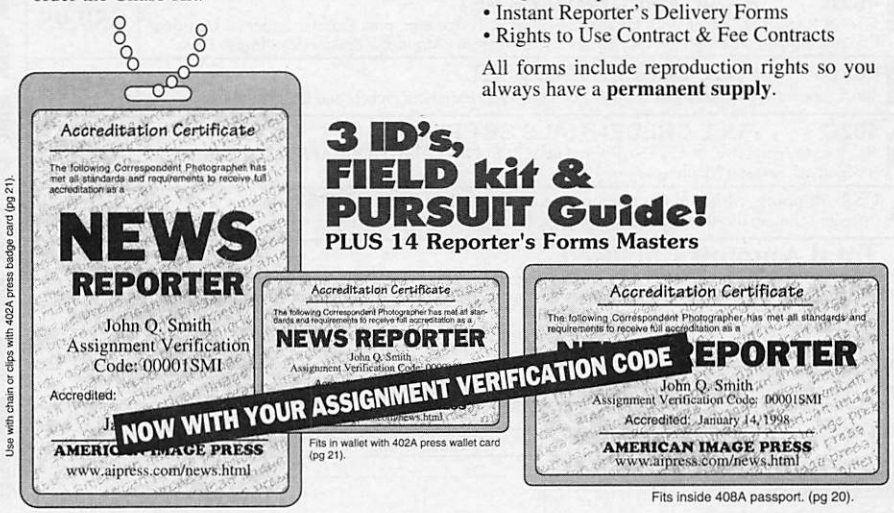
The *Action Package*:

- Action Scene Reporters Log
- New Client Hot Sheets
- Accident Report Forms
- Quick Response Information Forms

The *Instant Response Package*:

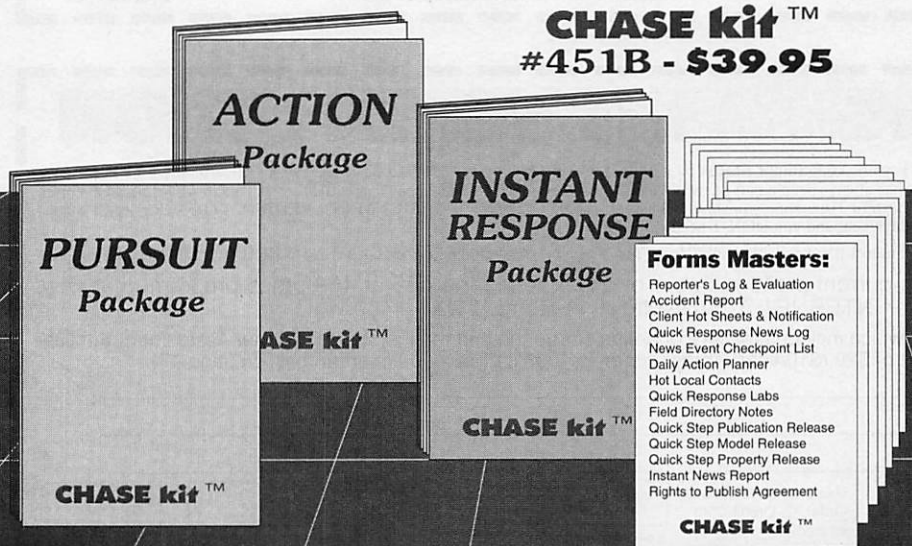
- A Field Directory of HOT contacts.
- 3 Quick Step Releases
- Instant Reporter's Delivery Forms
- Rights to Use Contract & Fee Contracts

All forms include reproduction rights so you always have a **permanent supply**.



3 ID's, FIELD kit & PURSUIT Guide!
PLUS 14 Reporter's Forms Masters

NOW WITH YOUR ASSIGNMENT VERIFICATION CODE



Q & A

I already have Press Credentials. Why do I have to buy the Chase Kit?

You DO NOT. The Chase Kit was simply designed to make the breaking NEWS REPORTER'S job easy. It gives you everything you need on the spot to do the job, do it right and get it to your nearest editor. The Chase Kit actually serves as your assistant to make sure you collect all the facts and then get them to the right place.

What is a Chase photographer; what do they chase?

We consider any photographer who is in search of breaking news events to be a "Chase Hound". He chases sports, entertainment, fires, accidents, storms, natural disasters, plane crashes, train wrecks, press conferences and even goodwill tours.

Will the Chase Kit be recognized?

Police will recognize the Press Credentials which must be used with the NEWS REPORTER accreditation part of the Chase Kit.

Will *Today's Photographer* publish these news stories?

Today's Photographer WILL publish stories about YOU covering these stories. The breaking news stories themselves need to go to daily newspapers and wire services.

How do I find out if a newspaper or TV station can use my news photos?

Let's use an auto accident as an example. You have photographed the wreck and are leaving the scene without having seen any other photographers or news teams. Pick up the nearest phone (using the numbers listed in your Reporter's Field Directory) to notify news agencies that photos of the accident are available even though the film has not been processed. Breaking news is HOT and should be reported immediately.

complete IFPO Programs and Catalog
www.aipress.com or www.ifpo.net

ORDER TOLL FREE 24 hours 7 days
1-800-654-9557

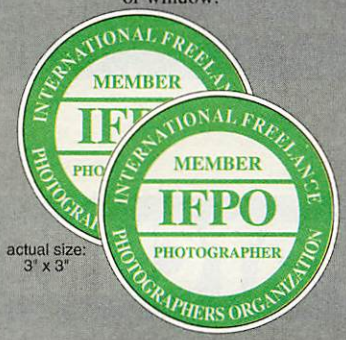
ORDER FORM on page 47

PRESS SURVIVAL GEAR

PRESS
Windshield Stickers
#781A - 2 for $9.95
adhere to inside of windshield or window.

actual size: 3" x 3"

IFPO
Windshield Stickers
#791A - 2 for $9.95
adhere to inside of windshield or window.

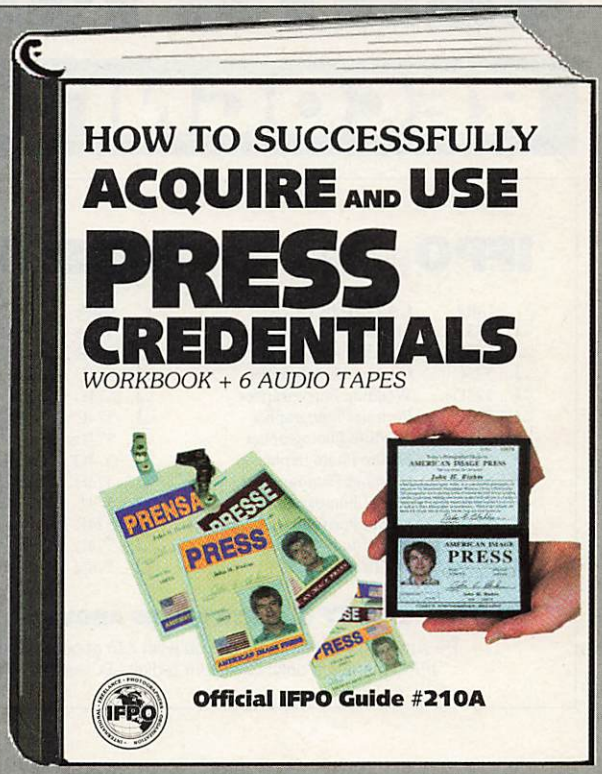


actual size: 3" x 3"

LEARN TO COVER:
- Sports
- Entertainment
- Concerts
- Conferences
- Politicals
- Breaking News
- Celebrities
- Fires
- Crimes
- Races
- Storm Chasing

143 page Workbook
plus
6 audio tape lessons

#210A - $39.95



Where to go, when to go, how to contact, who to contact and why. 6 complete audio lessons and transcriptions of the audio scripts for further in-depth study, **forms** and releases needed to operate as a PRESS photographer. Learn the privileges of a PRESS photographer and the type of credentials that are necessary and how the right credentials work. **Gain access** to PRESS boxes, sidelines, and locker rooms. **GET admitted to concerts**, get front row and backstage passes. Get to political, hostile, disaster, accident, and crime scenes, how to work with the police and others including foreign embassies. **Learn** to attend celebrity events and press conferences for politics, sports, business, pageants, and ceremonies.

TURN YOUR CAR INTO A PRESSCAR

Auto Press Badges
Set of Two
#1410B...$19.95

PRESS Dash Card
#1410C...$9.95

ASSIGNMENT CAP

YOU CAN'T BE WITHOUT IT! The public and event officials will know your special status from a long way off!

#809A .....1 cap **$22.95**
#809B .....2 caps ...**$32.95**
#809C .....3 caps ...**$39.95**

PRESS Cap: solid black cotton twill cap with braid. One size fits all. One COLOR: **Black** (with white embroidered emblem) Order in quantity for family and friends and save.

ORDER FORM on page 47

ORDER TOLL FREE 24 hours 7 days
1-800-654-9557

complete IFPO Programs and Catalog
www.aipress.com or www.ifpo.net

MAKE YOUR IFPO AFFILIATION WORK FOR YOU!

CERTIFICATES

RECOGNITION!

IFPO style (shown)

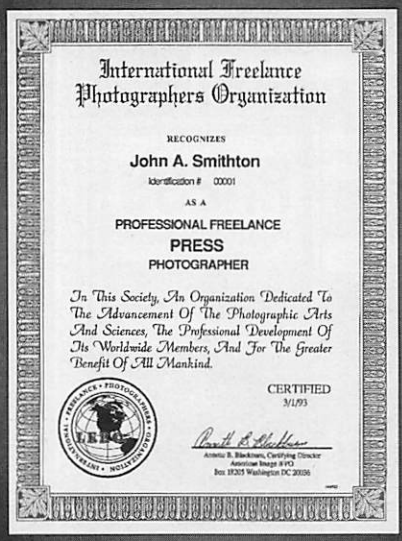
√	Cat#	CATEGORY
❑	573A	Freelance Photographer
❑	573B	Sports Photographer
❑	573C	Concert Photographer
❑	573D	Wedding Photographer
❑	573E	Portrait Photographer
❑	573F	Wildlife Photographer
❑	573G	Nature Photographer
❑	573H	Glamour Photographer
❑	573J	Model Photographer
❑	573K	Model Portfolio Photographer
❑	573L	Nude Study Photographer
❑	573X	OTHER (SPECIFY)

PRESS Program style

√	Cat#	CATEGORY
❑	574A	News Photographer
❑	574B	Photojournalist
❑	574C	Concert Photographer
❑	574D	Sports Photographer
❑	574E	Entertainment Photographer
❑	574F	Celebrity Photographer
❑	574G	Police Photographer
❑	574H	Investigativc Photographer
❑	574J	Correspondent Photographer
❑	574K	Fire Photographer
❑	574L	Press Photographer
❑	574X	OTHER (SPECIFY)

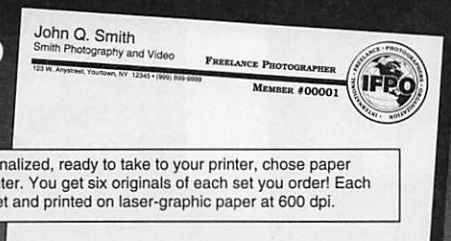
$9.95 ea. **or ANY 5 CERTIFICATES ABOVE** .....$29.95 Tot.

Be sure to give your name as you wish it to appear on the certificate(s).
IFPO members only! Give your 5-digit I.D. number when ordering.



LETTERHEAD

LETTERHEAD MASTERS!



Custom Designed & Personalized, ready to take to your printer, chose paper stock, ink color at your printer. You get six originals of each set you order! Each set is Professionally typeset and printed on laser-graphic paper at 600 dpi.

IFPO MEMBER STYLE

- ❑ 511A..Member **FREELANCE** Photographer..$19.95 ea.
- ❑ 511B..Member **SPORTS** Photographer.....$19.95 ea.
- ❑ 511C..Member **CONCERT** Photographer.....$19.95 ea.
- ❑ 511D..Member **WEDDING** Photographer.....$19.95 ea.
- ❑ 511E..Member **PORTRAIT** Photographer....$19.95 ea.
- ❑ 511F..Member **WILDLIFE** Photographer.....$19.95 ea.
- ❑ 511G..Member **NATURE** Photographer.....$19.95 ea.
- ❑ 511H..Member **GLAMOUR** Photographer....$19.95 ea.
- ❑ 511J...Member **MODEL** CONSULTANT .....$19.95 ea.
- ❑ 511X..Member _____ Photographer....$19.95 ea.
  OTHER (SPECIFY)

ANY 6 SETS ABOVE .....$39.95 set

✔ *CHECK THE BOXES FOR SETS YOU ARE ORDERING*

PRESS PROGRAM STYLE

- ❑ 512A...**NEWS** Photographer .....$19.95 ea.
- ❑ 512B...**PHOTOJOURNALIST**.....$19.95 ea.
- ❑ 512C ..**CONCERT** Photographer.....$19.95 ea.
- ❑ 512D ..**SPORTS** Photographer.....$19.95 ea.
- ❑ 512E...**ENTERTAINMENT** Photographer ...$19.95 ea.
- ❑ 512F...**CELEBRITY** Photographer .....$19.95 ea.
- ❑ 512G ..**POLICE** Photographer .....$19.95 ea.
- ❑ 512H ..**INVESTIGATIVE** Photographer .....$19.95 ea.
- ❑ 512J ...**CORRESPONDENT** Photographer...$19.95 ea.
- ❑ 512X... _____ Photographer.....$19.95 ea.
  OTHER (SPECIFY)

ANY 6 SETS ABOVE .....$39.95 set

✔ *CHECK THE BOXES FOR SETS YOU ARE ORDERING*

PATCHES

Embroidered 3" Patches

Multi Color for hats, jackets, camera bags!

Item#	Price	Description
7021	$9.95	1 patch (3")
7022	$14.95	2 patches (3")
7023	$19.95	4 patches (3")

complete IFPO Programs and Catalog
www.aipress.com or www.ifpo.net

ORDER TOLL FREE 24 hours 7 days
1-800-654-9557

ORDER FORM on page 47

MAKE YOUR IFPO AFFILIATION WORK FOR YOU!

BUSINESS CARDS

WE PRINT or YOU PRINT

IFPO BUSINESS CARDS

MEMBER
FREELANCE Photographer

Arnold W. Smith #87654
Emerald Images
123 W. Anystreet #A1
Yourtown, NY 12345-4468
Contact:
(701) 123-4567 *voice*
(701) 123-4568 *fax*
awsmith@worldnet.com *email*
www.worldnet.com/~awsmith *URL*

WE PRINT: 500 CARDS PER SET

- ❑ 551A.....Member **FREELANCE** Photographer .....$33.95 ea.
- ❑ 551B.....Member **SPORTS** Photographer .....$33.95 ea.
- ❑ 551C .....Member **CONCERT** Photographer.....$33.95 ea.
- ❑ 551D .....Member **WEDDING** Photographer.....$33.95 ea.
- ❑ 551E.....Member **PORTRAIT** Photographer.....$33.95 ea.
- ❑ 551F.....Member **WILDLIFE** Photographer .....$33.95 ea.
- ❑ 551G .....Member **NATURE** Photographer .....$33.95 ea.
- ❑ 551H .....Member **GLAMOUR** Photographer .....$33.95 ea.
- ❑ 551J .....Member **MODEL** Photographer .....$33.95 ea.
- ❑ 551X.....Member _____ Photographer .....$33.95 ea.

OTHER (SPECIFY)

ANY 3 SETS ABOVE .....**$69.95 Tot.**

YOU PRINT: BUSINESS CARD MASTERS!

•Custom Designed & Personalized, ready to take to your printer
•You choose paper stock, ink color and quantity.

You get six originals of each set you order! Each set is Professionally typeset and printed on laser-graphic paper at 600 dpi.

- ❑ 501A.....Member **FREELANCE** Photographer .....$19.95 ea.
- ❑ 501B.....Member **SPORTS** Photographer .....$19.95 ea.
- ❑ 501C .....Member **CONCERT** Photographer.....$19.95 ea.
- ❑ 501D .....Member **WEDDING** Photographer.....$19.95 ea.
- ❑ 501E.....Member **PORTRAIT** Photographer.....$19.95 ea.
- ❑ 501F.....Member **WILDLIFE** Photographer .....$19.95 ea.
- ❑ 501G .....Member **NATURE** Photographer .....$19.95 ea.
- ❑ 501H .....Member **GLAMOUR** Photographer .....$19.95 ea.
- ❑ 501J .....Member **MODEL** CONSULTANT.....$19.95 ea.
- ❑ 501X.....Member _____ Photographer .....$19.95 ea.

OTHER (SPECIFY)

✔ **ANY 6 SETS ABOVE**.....$39.95 set
CHECK THE BOXES FOR SETS YOU ARE ORDERING

PRESS BUSINESS CARDS

WE PRINT: 500 CARDS PER SET

- ❑ 552A.....**NEWS** Photographer .....$33.95 ea.
- ❑ 552B.....**PHOTOJOURNALIST** .....$33.95 ea.
- ❑ 552C .....**CONCERT** Photographer.....$33.95 ea.
- ❑ 552D .....**SPORTS** Photographer.....$33.95 ea.
- ❑ 552E.....**ENTERTAINMENT** Photographer .....$33.95 ea.
- ❑ 552F.....**CELEBRITY** Photographer .....$33.95 ea.
- ❑ 552G .....**POLICE** Photographer .....$33.95 ea.
- ❑ 552H .....**INVESTIGATIVE** Photographer .....$33.95 ea.
- ❑ 552J .....**CORRESPONDENT** Photographer.....$33.95 ea.
- ❑ 552X.....Member _____ Photographer .....$33.95 ea.

OTHER (SPECIFY)

ANY 3 SETS ABOVE.....**$69.95 Tot.**

YOU PRINT: BUSINESS CARD MASTERS!

•Custom Designed & Personalized, ready to take to your printer
•You choose paper stock, ink color and quantity.

- ❑ 502A.....**NEWS** Photographer .....$19.95 ea.
- ❑ 502B.....**PHOTOJOURNALIST** .....$19.95 ea.
- ❑ 502C .....**CONCERT** Photographer.....$19.95 ea.
- ❑ 502D .....**SPORTS** Photographer.....$19.95 ea.
- ❑ 502E.....**ENTERTAINMENT** Photographer .....$19.95 ea.
- ❑ 502F.....**CELEBRITY** Photographer .....$19.95 ea.
- ❑ 502G .....**POLICE** Photographer .....$19.95 ea.
- ❑ 502H .....**INVESTIGATIVE** Photographer .....$19.95 ea.
- ❑ 502J .....**CORRESPONDENT** Photographer.....$19.95 ea.
- ❑ 502X.....Member _____ Photographer .....$19.95 ea.

OTHER (SPECIFY)

ANY 6 SETS ABOVE .....$39.95 set

✔ CHECK THE BOXES FOR SETS YOU ARE ORDERING

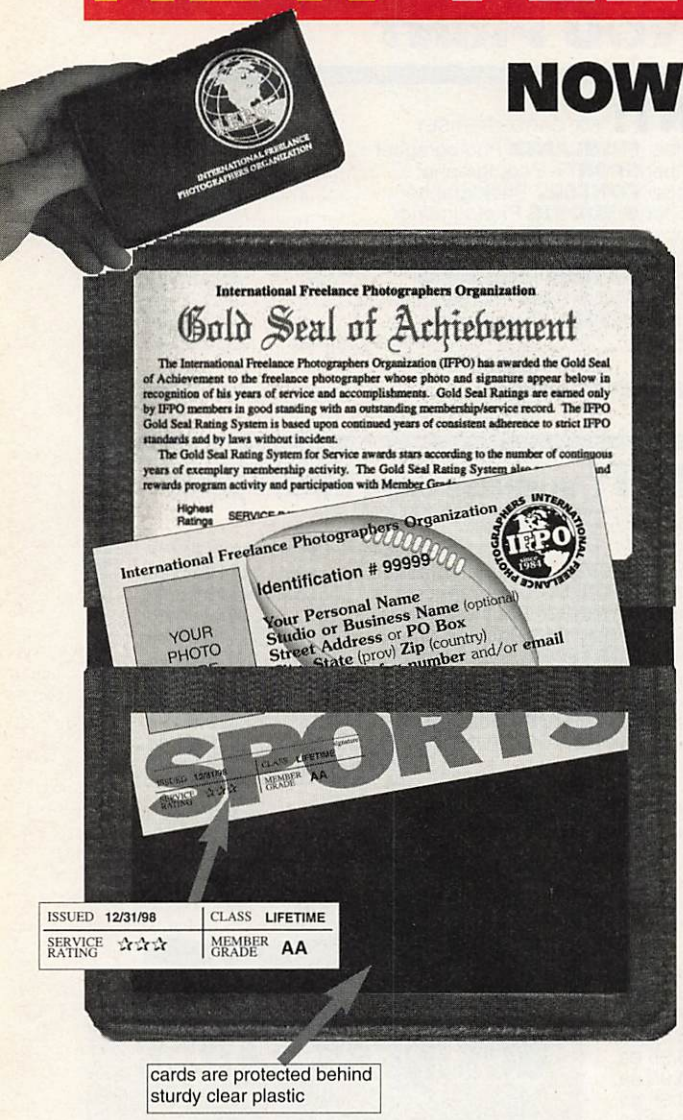
Today's **Photographer** magazine

PRESS News Photographer

Arnold W. Smith #87654
Emerald Images
123 W. Anystreet #A1
Yourtown, NY 12345-4468
Contact:
(701) 123-4567 *voice*
(701) 123-4568 *fax*
awsmith@worldnet.com *email*
www.worldnet.com/~awsmith *URL*

NEW FLEX SYSTEM

NOW WITH 48 I.D. CARDS



WHAT'S NEW!!

1. **NEW:** We've unbundled the set so you don't have to re-buy components you already have! Further, we've slashed the "price per I.D. card" drastically.
2. **NEW:** We've added a "badge holder" option that allows you to use your I.D. cards as a Badge.
3. **NEW:** Members report that the most effective components of the "flex I.D. system" are the "Gold Seal of Achievement" and the "specialty image" portrayed on each card. Therefore, we have expanded the card selection from 6 to 48! Early tests indicate client acceptance increases of more than 300% and more!

WHAT WORKS!!

4. **We've kept** the leather Presentation Case with the Gold Embossed Seal exactly the same! So if you have ordered the original FLEX system in the past, you don't have to re-buy the leather I.D. Presentation Case.
5. **We've kept** the "Gold Seal of Achievement" that slides into the upper part of the Presentation Case exactly the same! If you already have it, you don't need to replace it.
6. **We've kept** the "Service Rating" and "Member Grade" that awards excellence for service and IFPO activity exactly the same on each and every I.D. card!

if you already have the FLEX system, YOU CAN ADD TO IT!!

item#	price	description
755A-48	**$39.95**	**Entire 48 I.D. Card set**, all personalized, all with your Service Rating and Member Grade.
755A-LPC	**$19.95**	**Leather Presentation Case** with Gold Embossed Seal (see picture above).
755A-GSA	**$9.95**	**"Gold Seal of Achievement" card** that fits in the upper window of the Presentation Case.
755A-BPC	**$9.95**	**Badge Presentation Clip** holds any of the 48 I.D. cards.
755A-FX	**$59.95**	**All above items.** (Entire 48 I.D. Card set, all personalized, all with your Service Rating and Member Grade, Leather Presentation Case, "Gold Seal of Achievement" card, Badge Presentation Clip).

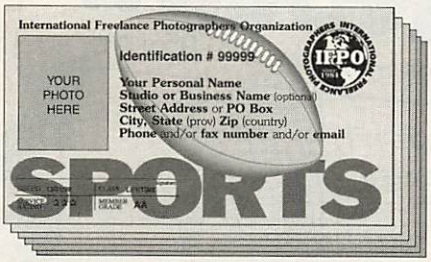
TO ORDER: call toll free with your credit card **1-800-654-9557** or use the **order form on page 47**. Clearly print the personalization information you desire (all cards will be printed with identical personalization information) Use the cards at right as examples.

complete IFPO Programs and Catalog
www.aipress.com or www.ifpo.net

ORDER TOLL FREE 24 hours 7 days
1-800-654-9557

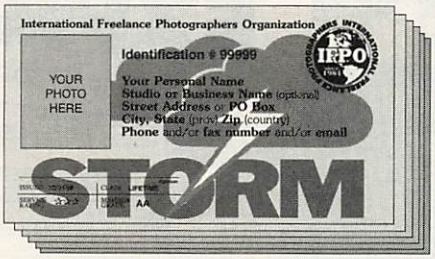
ORDER FORM on page 47

48 I.D. CARDS



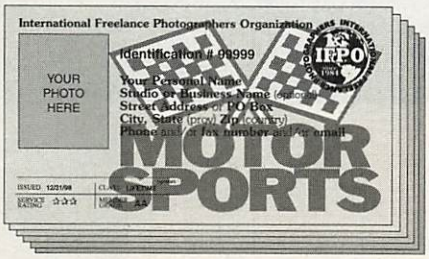
Sports set #1

1. Football
2. Golf
3. Skiing
4. Archery
5. Olympics
6. Race Official



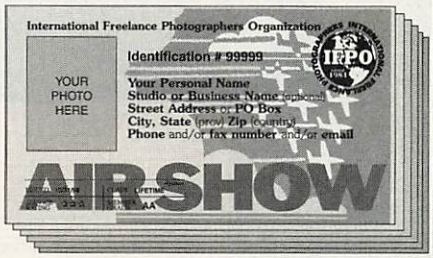
Weather Set

1. Storm Center
2. Chase Team
3. El Niño
4. Hurricane
5. Flood Patrol
6. Disaster Team



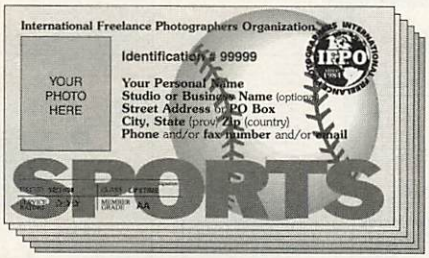
Sports set #2

1. Motor Sports
2. Basketball
3. Tennis
4. Equestrian
5. Motocross
6. Bowling



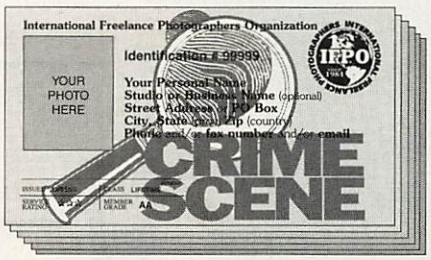
Festivals & Shows set

1. Air Show
2. Balloon Show
3. Auto Show
4. Rodeo
5. Boat Show
6. Independance Day



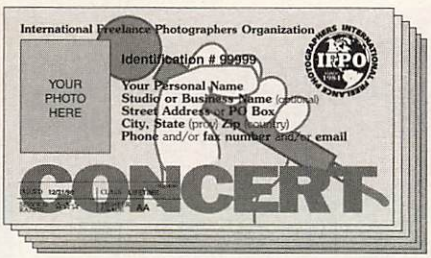
Sports set #3

1. Baseball
2. Hockey
3. Soccer
4. Boxing
5. Track & Field
6. Martial Arts



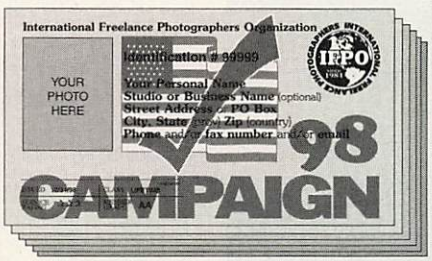
Emergency set

1. Crime Scene
2. Fire Scene
3. Court
4. Medical
5. Investigator
6. Medical



Entertainment set

1. Concert
2. Country Western
3. Radio/TV
4. Recording Industry
5. Jazz
6. Rock and Roll



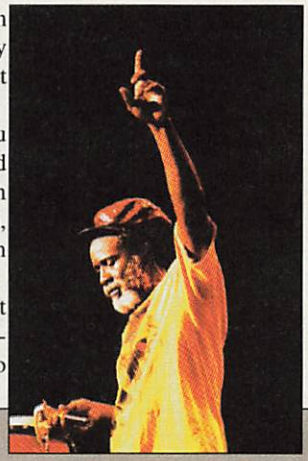
Political set

1. Campaign 98
2. White House
3. Democratic
4. Campaign 2000
5. Republican
6. Press Conference

CONCERT PHOTOGRAPHY
MAKE THE STARS SHINE!

By Bill Caldwell IFPO 60984, Portsmouth, NH

For the die-hard music fan who is also a photographer, some amazing opportunities can be found in concert photography. If breaking into this field is of interest to you a good starting point is to look for a local music or arts publication which may need concert photos.



REGGAE LEGEND BURNING SPEAR performed at the Portsmouth Music Hall. ©1998 Bill Caldwell IFPO

Once you have hooked up with such a publication, your foot's in the door.

The next step is gaining access to shows, which requires a photo pass. IFPO can help. For the big name acts, photo passes are issued by the performer's publicist. The show's promoter can provide you with the name and fax number of the publicist.

Now for the technical aspects. For shooting concerts a 70-210 zoom with a wide maximum aperture, preferably 2.8, is a must. Concert lighting varies greatly. Without a fast lens, you will encounter exposure problems. Also, you will need a zoom for your work to be marketable. Tight close-ups of the performers are the images that sell.

At most performances, press photography is permitted for the first 3 songs only, so you must shoot quickly. Manual operation and manual focusing will give you the best results, as TTL meters can be fooled by the dark background.

For most shows I use Fuji 800 film. It captures the subtleties of stage lighting beautifully. For slide film, I like Fuji Sensia 400,

Continued on page 62

ORDER FORM on page 47
ORDER TOLL FREE 24 hours 7 days
1-800-654-9557
complete IFPO Programs and Catalog
www.aipress.com or www.ifpo.net

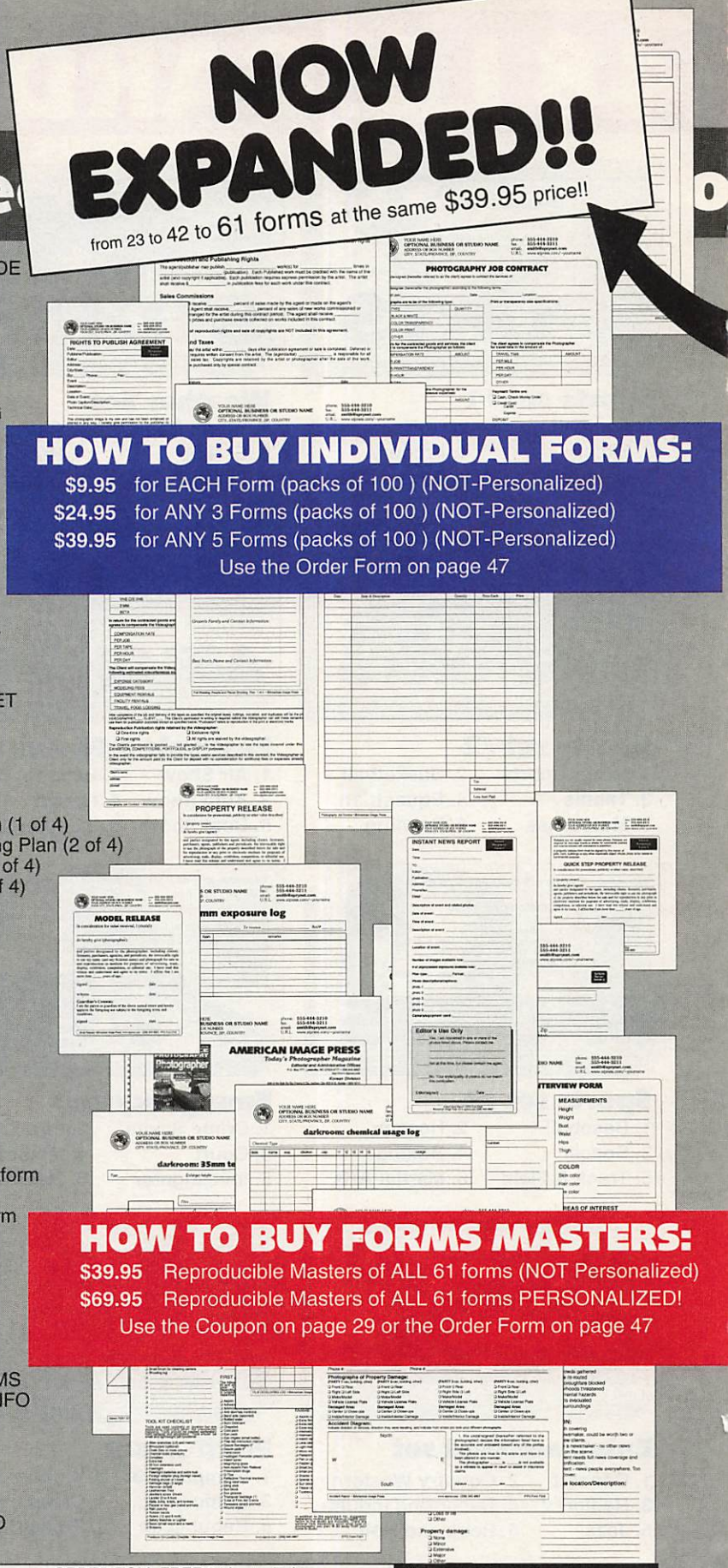
BUSINESS FORMS

- contracts - che

NOW EXPANDED!!

from 23 to 42 to 61 forms at the same $39.95 price!!

	FORMS INDEX PAGE AND REFERENCE GUIDE
	FORMS RE-ORDER FORM
F120	PHOTOGRAPHY JOB CONTRACT
F121	RIGHTS/COMMISSIONS CONTRACT
F125	35mm EXPOSURE LOG
F126	DARKROOM: FILM DEVELOPING LOG
F127	DARKROOM: CHEMICAL USAGE LOG
F128	DARKROOM: ENLARGER CALIBRATION LOG
F129	DARKROOM: PRINT MAKING LOG
F130	DARKROOM: 35mmTEST STRIP LOG
F140	VIDEOGRAPHY JOB CONTRACT
F141	INSURANCE PHOTO/VIDEO RECORD
F142	WEDDING VIDEORAPHY CHECKLIST
F145	PHOTO CONTEST ENTRY FORM pocketform
F146	PHOTO SHOOTING LOG pocketform
F147	PUBLICATION SUBMISSION pocketform
F155	PRESS ASSIGNMENT REQUEST
F156	PRESS ASSIGNMENT RECORD
F157	PORTRAIT PHOTOGRAPHY JOB CONTRACT
F158	PORTRAIT CLIENT INTERVIEW FORM
F159	PHOTOGRAPHY JOB INVOICE
F160	PHOTOGRAPHY JOB ESTIMATE WORKSHEET
F163	MODEL PORTFOLIO CHECKLIST
F164	MODEL INTERVIEW FORM
F165	MODEL PORTFOLIO JOB CONTRACT
F169	WEDDING PHOTOGRAPHY JOB CONTRACT
F170	WEDDING PHOTOGRAPHY CHECKLIST
F171	Full Wedding: People and Places Shooting Plan (1 of 4)
F172	Full Wed.Pre-Ceremony and Ceremony Shooting Plan (2 of 4)
F173	Full Wedding: Post Ceremony Shooting Plan (3 of 4)
F174	Full Wedding: Shooting Appointments Plan (4 of 4)
F191	MODEL RELEASE pocketform
F192	PUBLICATION RELEASE pocketform
F193	PROPERTY RELEASE pocketform
F301	FREELANCE ON-ASSIGNMENT CHECKLIST
F201	NEWS REPORTER'S LOG & EVALUATION
F202	ACCIDENT REPORT
F203	CLIENT NOTIFICATION FORMS pocketform
F204	QUICK RESPONSE NEWS LOG
F210	HOT NEWS CHECKPOINTS
F211	DAILY ACTION PLANNER
F212	HOT CONTACTS: LOCAL PUBLICATIONS
F213	QUICK RESPONSE PROCESSING LABS
F214	FIELD DIRECTORY NOTES
F220	QUICK STEP PUBLICATION RELEASE pocketform
F221	QUICK STEP MODEL RELEASE pocketform
F222	QUICK STEP PROPERTY RELEASE pocketform
F223	INSTANT NEWS REPORT
F224	RIGHTS TO PUBLISH AGREEMENT
F101	IFPO MEMBERSHIP APPLICATION
F102.a	IFPO MEMBER'S INFORMATION FORM
F102.b	IFPO REFERRAL PROGRAM FORM
F103	IFPO ORDER FORM
F104	ASSIGNMENT DATA BANK REGISTRATION
F105	PHOTO CONTEST RULES AND ENTRY FORMS
F106	EDITOR'S SWEEPSTAKES & SUBMISSION INFO
F107	IFPO MEMBER'S ADVERTISING RATES
F108.a	IFPO HOME PAGE PROGRAM KIT #1
F108.b	IFPO HOME PAGE PROGRAM KIT #2
F108.c	IFPO HOME PAGE PROGRAM KIT #3
P109	PICTURE AWARD PROGRAM
F139	IFPO PRESS ASSIGNMENT REQUEST MEMO



HOW TO BUY INDIVIDUAL FORMS:

$9.95 for EACH Form (packs of 100) (NOT-Personalized)
$24.95 for ANY 3 Forms (packs of 100) (NOT-Personalized)
$39.95 for ANY 5 Forms (packs of 100) (NOT-Personalized)
Use the Order Form on page 47

HOW TO BUY FORMS MASTERS:

$39.95 Reproducible Masters of ALL 61 forms (NOT Personalized)
$69.95 Reproducible Masters of ALL 61 forms PERSONALIZED!
Use the Coupon on page 29 or the Order Form on page 47

ORDER TOLL FREE 24 hours 7 days
1-800-654-9557

ORDER FORM on page 47

REPRODUCIBLE FORMS MASTERS
YOU CAN MAKE UNLIMITED COPIES!

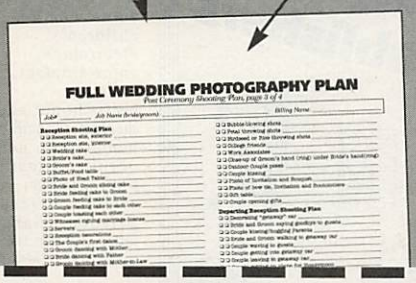
ntracts - checklists - releases -contr

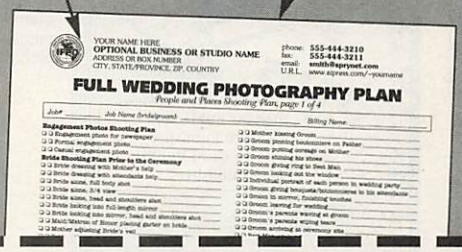
You can use this space to type or paste-on your own personalization or let us provide our IFPO member's personalization!

order
NOT-PERSONALIZED
#15MA $39.95
plus shipping

order
PERSONALIZED
#15PR $69.95
plus shipping

NOW 61 FORMS!
EACH TIME YOU RE-ORDER, YOU GET THE HOTTEST MOST RECENT
CURRENT SET


FULL WEDDING PHOTOGRAPHY PLAN
Post Ceremony Shooting Plan, page 3 of 4


YOUR NAME HERE
OPTIONAL BUSINESS OR STUDIO NAME
FULL WEDDING PHOTOGRAPHY PLAN
People and Places Shooting Plan, page 1 of 4

FORMS MASTERS ORDER FORM

Photographers Forms Reproducible MASTERS
Complete sets of **CURRENT FORMS**

- ❑ **15MA-61** $39.95 NOT PERSONALIZED
- ❑ **15PR-61** $69.95 PERSONALIZED (see below)
- ❑ **15XX-61** $89.95 1 Set Personalized, 1 Set Not-Personalized

FREE official copyright forms from the U.S. Copyright Office with your forms order!

be sure to add shipping charges! Use the shipping table on page 47 of TP magazine!

SHIPPING & MEMBER INFORMATION:

5 Digit IFPO Member# _____

name _____ address _____

city/st/zip _____ phone/FAX _____

PERSONALIZATION INFORMATION: (please print or type clearly on this form or your own paper)

name AND / OR business name _____

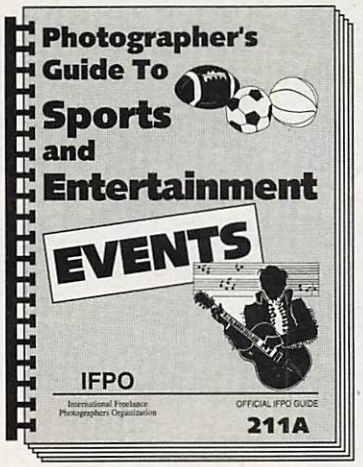
contact mailing address _____

contact information such as phone, fax, email, URL: _____

Use your Check, Money Order, Or Credit Card as follows:

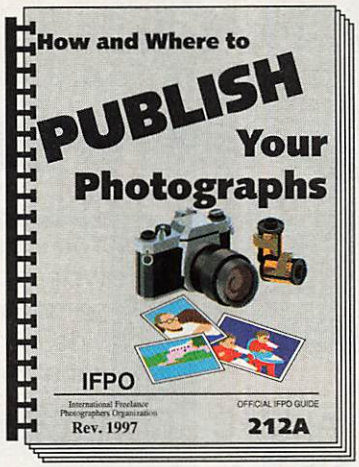
Visa/MasterCard/American Express/Optima Card # **expiration date**

credit card orders CALL FREE
1-800-654-9557 or fax: **1-800-283-5989**
mail orders to:
IFPO Order Dept., PO Box 777
Lewisville NC 27023-0777



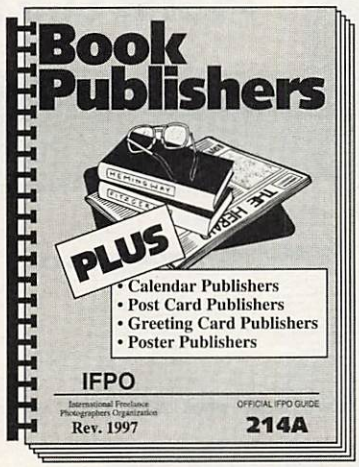
#211A, $19.95

#211A contains 915 total listings that you need to gain access to sports and entertainment events of all types around the USA. 598 listings include coliseums, sports arenas and stadiums, civic centers and exhibition halls, public auditoriums, performing arts centers, and concert halls where the major sports and entertainment events take place. 269 performing arts theaters plus 48 arts organizations are listed by area for easy reference. Listings include contact information plus descriptions of programming and performance season information.



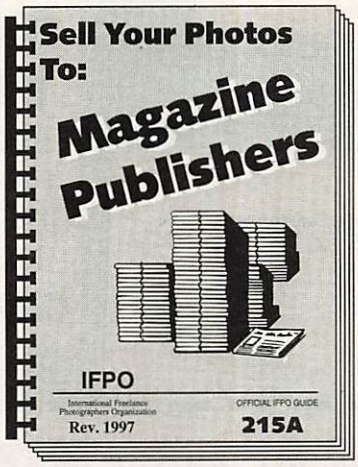
#212A, $19.95

#212A contains complete listings of three major photography markets of firms and organizations that buy photographs from freelance photographers: (1) 131 Stock Photo-graphy Agencies with helpful tips and sample query letter to get your foot in the door; (2) 578 Magazine publishers that buy photos for their publications every issue, with tips and a sample query letter; (3) 752 Book publishers complete with contact guidelines and a sample query letter.



#214A, $19.95

752 book publishers of all types PLUS 24 calendar publishers, 10 postcard publishers, 32 greeting card publishers and 19 poster and art print publishers. 100% of listings are USA. Sample query letter you can use to contact these publishers is included.



#215A, $19.95

578 USA consumer magazine publishers that buy photos in every category including health, sports, adult, art, antiques, autos, boating, business, children's, consumer electronics, cooking, entertainment, fishing, hunting, hobbies, crafts,home and garden, mechanics, science, men's, motorcycles, music, news, occult, parenting, pets, photography, religious, senior citizens, travel, aviation. Sample query letter you can use to contact these magazines is included.

ALL 4 DIRECTORIES (211A-215A), #215X, $59.95

FREELANCE PHOTOGRAPHERS *Pocket Guides*

$14.95 each

2201A.....PocketGuide to Pricing Your Photos

8 1/2" X 5 1/2" book. Learn the different types of job assignments and how they are typically priced. Learn to prepare and price your photography for weddings and wedding packages, group photos and group packages, portrait sittings or candids, contract photography, and model portfolios. Get valuable information on pricing per print or transparency, by the job assignment, or by the hour. 40 pages.

2202A.....PocketGuide to Photographer's Rights

8 1/2" X 5 1/2" book. Whether shooting portraits, weddings, press photos, or travel shots, you and your photos have rights that need protection. Learn the ins and outs of copyrighting your photos, how to protect the first-time rights of your photos, one-time rights, and exclusive rights. Learn how your rights are affected by "works for hire," ownership, and commissions. Learn to negotiate your rights and how contracts and releases can be of valuable assistance. 40 pages.

2203A.....PocketGuide to Portfolios

8 1/2" X 5 1/2" book. Portfolios are an extremely lucrative business for some photographers and necessary tools to land great assignments for others. Learn what a portfolio is and who needs one. Learn how to organize and develop different kinds of portfolios for maximum impact. Learn different methods of presenting portfolios for maximum effectiveness and success. Learn about photographer's and model portfolios. 40 pages.

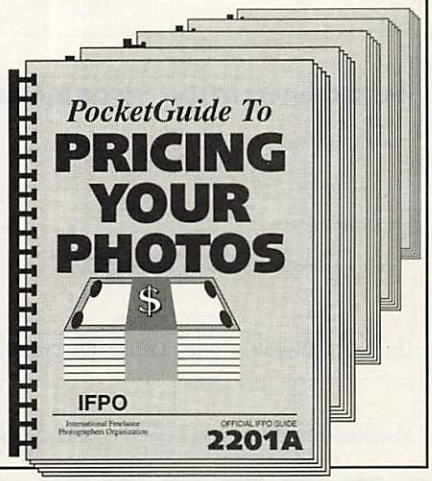
2204A.....PocketGuide to Photo Contests

8 1/2" X 5 1/2" book. Learn how to find out about photo contests and how to select contests. Learn how to match your photos to the right contest. Learn how to prepare contest entries and how to ship them. Learn what kinds of subjects you should shoot for contests and which photos you should submit, complete with winning tips. Learn how to get your photos returned. See how captions or titling can make a difference. 40 pages.

2207A.....PocketGuide to Press Photography

8 1/2" X 5 1/2" book. Learn how to plan and schedule the events you want to cover. Learn the tips and tricks of making the right contacts and obtaining the credentials you need. Learn the basic action steps that spell success. Learn how IFPO helps you gain access to controlled events and how to use that help. Learn where to go and who to see; where you are allowed to go and where you are not; on the scene do's and don'ts. 40 pages.

2207X..ALL 5 POCKET GUIDES, $49.95



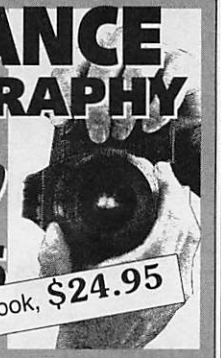
complete IFPO Programs and Catalog
www.aipress.com or www.ifpo.net

ORDER TOLL FREE 24 hours 7 days
1-800-654-9557

ORDER FORM on page 47

Guides include:
PORTRAIT - WEDDING - COMMERCIAL - GROUP - PRESS - STOCK - ART - GLAMOUR. guide: finding models, how to create willing subjects, shooting models for money. PLUS pricing tables for PORTRAIT, WEDDING, COMMERCIAL, GROUP, PRESS, STOCK, and GLAMOUR. Includes B/W, color pricing, package-pricing and pricing to publishers.

HOW FREELANCE PHOTOGRAPHY *really* WORKS

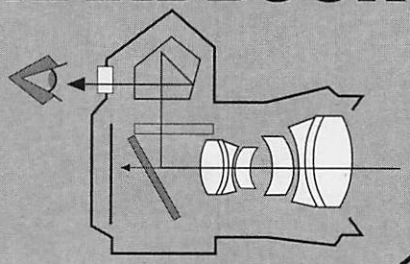


#201A, 115 page book, $24.95

BUSINESS & PRICING GUIDE

#201A

Freelance Photographer's HANDBOOK



& Complete Technical Manual

#202A, 118 page book, $24.95

#202A

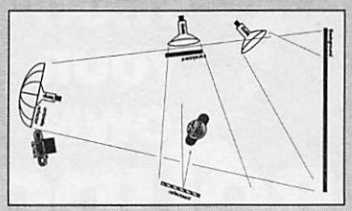
LIGHTING: six lighting arrangements for portrait or glamour photography, six ways to use flash in all your photography shots, calculate flash exposures, common flash mistakes; DARKROOM: twenty two steps to make great black and white proof sheets, twenty eight steps to make black and white enlargements, color kits for home processing, chemicals in color processing; EQUIPMENT: cameras, lenses, filters, accessories; FILM: black and white negative films, black and white reversal films, color negative films, color reversal films; EXPOSURE: how a light meter works, reading reflected light, reading incidence light, spot meters, built-in meters, hard to meter situations, reciprocity, close-up exposures; PLUS: complete technical glossary.

80 FULLY ILLUSTRATED DETAILED LIGHTING DIAGRAMS THAT YOU CAN USE AT HOME

Use these easy to follow diagrams to shoot portrait, glamour or any kind of photography with professional results. These diagrams use lighting elements that you can find around your own home including windowlight, natural sunlight, easy to make reflectors, and flash.

- **15 diagrams** illustrating indoor direct lighting.
- **18 diagrams** illustrate using sunlight.
- **26 diagrams** illustrating bounce light indoors.
- **21 diagrams** illustrate special arrangements for glamour and portrait that you can do around your own home.

80 TESTED



LIGHTING DIAGRAMS

fully illustrated

#203A, 120 page book, $24.95

#203A

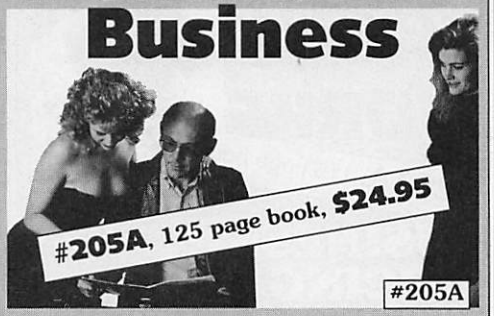
$24.95 each or

3 BOOK BUNDLE

(201A, 202A, 203A)

#203X - $59.95

HOW TO START Your Own MODEL PORTFOLIO Business



For Photographers who are starting or expanding a model portfolio business, a step-by-step guide to get you started immediately in your home or studio with equipment you presently own. You can make $100-$800 easily the very first month shooting model portfolios for professional or amateur models. Learn how and why models will pay you to shoot them. You will find ways to meet beautiful - prospective models.

You will learn to shoot figure portfolios plus backgrounds and unusual ways to get the model to interact with a background. Learn 35 shooting locations that are available to anyone. Find proven methods to gain the model's confidence. You will learn the secrets and value of interviewing your model to planning an exciting portfolio with her.

Pricing guides are accompanied by five complete sample Portfolio Packages. Tips for equipment, lighting, props and tips plus checklists, invoice and interview forms, business forms/contracts for all your needs, stunning sample composite and when to use it.

101 MODEL POSES

fully illustrated

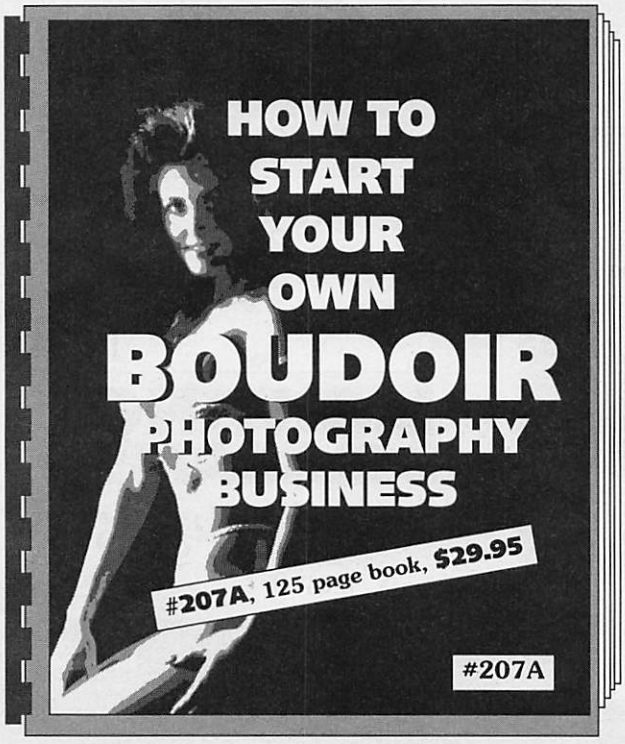
#206A, 105 page book, $24.95

#206A

Complete range of poses including sitting, kneeling, standing and walking. You and your model can execute every one of these poses without a single prop or piece of furniture. The poses can be performed in any setting including home, studio or location. The poses are suitable for all types of photography: glamour, fashion, advertising and figure. The poses have been specially compiled to assist a photographer and model in creating a model portfolio. Use this guide to instruct your model while you shoot, use it to teach posing to the model or to conduct a workshop for several models.

SAVE TIME: A model can study and practice these poses on her own using a mirror, then execute them for you during the shooting session.

59 standing and "walking" poses, 32 kneeling poses and 10 sitting poses are fully illustrated.



How To Start Your Own
BOUDOIR PHOTOGRAPHY BUSINESS

is a book for photographers who want to CASH IN on the booming boudoir and intimate portraiture business. Photographers can start a profitable sideline income or expand their current photography income with boudoir photography by using the techniques and ideas in this manual.

This book guides you step-by-step through everything you need to know from finding your first client to building a thriving business! You will learn which women want your services and why. You will discover how you can get started fast — with basic 35mm equipment you already own. You will learn lighting methods that work to achieve the results your clients want. You will get instructions for creating sets that can be set up anywhere.

Everything you need to get started FAST in this exciting and rewarding field of photography is included in an easy to follow 9-part ready to use Start-up Kit. You get proven marketing ideas, pricing guidelines, checklists, interview forms, business forms, lighting and setting arrangements.

- **4 MIRACLE PROPS • 11 QUICK CHANGES**
- **7 INTIMATE SETTINGS • 17 "MUST ASK" QUESTIONS**
- **30 MINUTE SHOOT CHECKLIST**
- **HOW TO GET YOUR SUBJECT TALKING ABOUT YOU**

$24.95 each or

3 BOOK BUNDLE

(205A, 206A, 207A)

#207X - $59.95

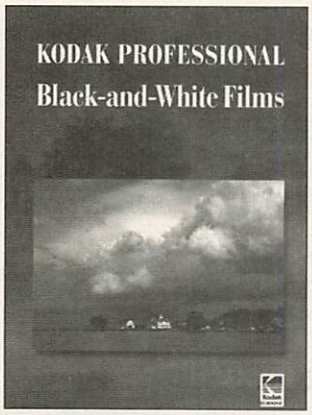
complete IFPO Programs and Catalog
www.aipress.com or www.ifpo.net

ORDER TOLL FREE 24 hours 7 days
1-800-654-9557

ORDER FORM on page 47

Book Reviews

Kodak Professional Black-and-White Films

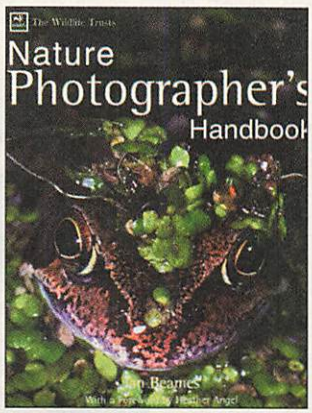


Revised and updated, this new guide includes information about film characteristics, film selection and processing plus data sheets with technical information including exposure and development specifications designed to tailor your negatives to your printing equipment and application.

Learn the characteristics of a high-quality negative, the basics of tone reproduction, and how to judge negative quality visually. Spectral sensitivity, reciprocity characteristics, film speeds, and exposure latitude all receive coverage. After you've finished shooting, think about stop baths, fixing, push processing, reversal processing and processing for image stability. Throughout, examples of black-and-white photos illustrate different effects, such as high contrast, and the results of different exposures, film types and developing. Price $19.95. Paperback 88 pages. For more information call 212-532-7160.

The Wildlife Trusts Nature Photographer's Handbook by Ian Beames covers hunting the way nature intended.

The intermingling of adventure and skill is beautifully portrayed. Stunning full color photographs depict marshes and tidal habitats, flocks of birds, the smallest insects, and the most colorful flowers each captioned with helpful tips--such as how to shoot in the rain, high winds or on a still autumn afternoon--to help you achieve the perfect shot on your own.

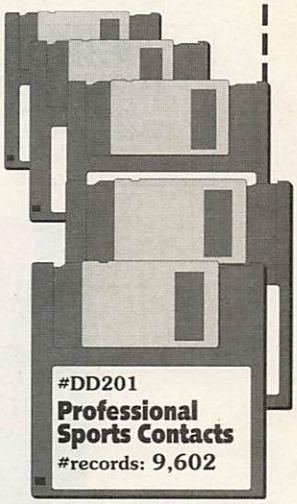


Nature Photographer's Handbook is "sure to become the nature photographer's bible." Price $19.95. Paperback 160 pages (all in color). For more information call 212-532-7160.

freelancer's
Directories on DISK!
PC or MAC!

MAILING ADDRESS +PHONE NUMBERS!

100,701 Contacts for Freelance Photographers



PUBLISHERS

DD101	$9.95	6,830 Book Publishers
DD102	$19.95	19,745 Newspaper Publishers
DD103	$19.95	10,400 Magazine Publishers
DD104	$9.95	1,299 Poster Publishers
DD105	$9.95	382 Post Card Publishers
DD10X	**$49.95**	**DD101-DD105 Bundle**

SPORTS & ENTERTAINMENT

DD201	$19.95	9,602 Professional Sports Contacts
DD202	$9.95	964 Sports Promoters & Managers
DD203	$9.95	3,164 Stadiums and Arenas
DD204	$9.95	1,970 Race Tracks
DD205	$19.95	18,374 Golf Courses
DD206	$9.95	923 Concert Bureaus
DD207	$9.95	7,437 Tourist Attractions
DD20X	**$69.95**	**DD201-DD207 Bundle**

AGENCIES

DD301	$19.95	16,808 Advertising Agencies
DD302	$9.95	1,894 Modeling Agencies
DD303	$9.95	909 Modeling Schools
DD30X	**$29.95**	**DD301-DD303 Bundle**

FIELD DEFINITIONS:
(USA only at this time)

NAME
ADDRESS
CITY
STATE
ZIP
PHONE NUMBER

FREELANCE BUNDLE!
DD99X - $129.95
(All 15 Disks above)

TEXT files on PC FORMATTED DS/HD 3.5 inch Diskettes! TAB delimited Fields, CR delimited Records. Compatible to IMPORT into most any Data Base, Word Processor or Spreadsheet program in your PC or MAC.

IFPO Seal On Disk!!
Macintosh .eps file on 1.44MB
IBM Compatible Floppy!
Item# D7049, $19.95

MACINTOSH ONLY!

Learn Photography at Home

With Brian Ratty, world famous photographer and educator

#3R0X - $199.95
(#3R01-3R08 bundle) 12 Hours
Spanish language VHS bundle - #3R0X.ESP
European PAL English version bundle - #3R0X.PAL
All $199.95 each bundle.

ON ASSIGNMENT SERIES brings to the amateur and beginning professional photographer the most complete, comprehensive video training series ever produced. This classic series is a must for any photographer's library.

#3R01 - BASIC 35MM PHOTOGRAPHY - $39.95
How an SLR works, f-stops and shutter speeds, exposure, depth-of-field, and film. Beyond basic techniques in taking better pictures, lenses, shooting with available light, flash, filters, Tools and techniques: candids, formal, environmental portraits, sports-action. 90 min VHS. *Spanish language VHS - #3R01.ESP, European PAL English version - #3R01.PAL, All $39.95 each.*

#3R02 - LIGHTING AND EXPOSURE - $39.95
Learn the direction, form, contrast, and color characteristics of light. Learn exposure control including measuring light, reflective metering, incidence metering, tonal control, fill latitude, and other factors. Elements of lighting, including natural light, available light, artificial light and electronic flash. 90 min VHS. *Spanish language VHS - #3R02.ESP, European PAL English version - #3R02.PAL, All $39.95 each.*

#3R03 - DESIGN·COMPOSITION - $39.95
Learn camera vision, lens-camera choice, framing. Composition- design elements: line, shape, texture, color; design principles: balance, movement, repetition, scale, emphasis, contrast, unity, color. Lighting direction and quality, controlling light and color, psychology of color. 90 min VHS. *Spanish language VHS - #3R03.ESP, European PAL English version - #3R03.PAL, All $39.95 each.*

#3R04 - STUDIO PHOTOGRAPHY - $39.95
Learn product photography in the studio. Learn to layout and design your own studio; studio and still life photography lighting. Learn to use large format cameras, including the view camera, handling sheet film, shifts, swings, tilts. Shoot people in the studio including portraits, shoot people on location, and tell a story with candids. 90 min VHS. *Spanish language VHS - #3R04-ESP, European PAL English version -#3R04.PAL, All $39.95 each.*

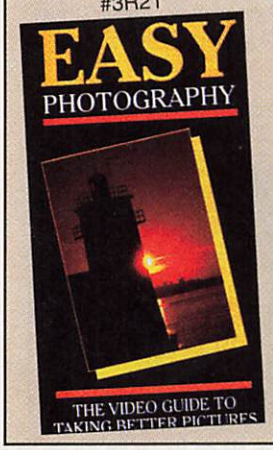
#3R05 - BUSINESS OF PHOTOGRAPHY - $39.95
Make your portfolio, Choosing your direction, the "best" portfolio, portfolio editing, and the interview. Sell your services. Breaking into and staying in business, directories, stock agencies, pricing, billing, Learn careers in photography, freelancing, staff opportunities. 90 min VHS. *Spanish language VHS - #3R05.ESP, European PAL English version - #3R05.PAL, All $39.95 each.*

#3R06 - BASIC VIDEOGRAPHY - $39.95
Video theory, audio theory, video formats, video cameras and recorders. Using a video camera, pre-production, shooting and editing. Video accessories, lighting , video markets. 90 min VHS. *Spanish language VHS - #3R06.ESP, European PAL English version - #3R06.PAL, All $39.95 each.*

#3R07 - THE DARKROOM - $39.95
Setting up your darkroom. Black/white film processing and printing. Processing color in the darkroom. Chemicals and paper. Layout a darkroom. Proofing and enlargements. Printing methods. Negative and print faults. 90 min VHS. *Spanish language VHS - #3R07.ESP, European PAL English version - #3R07.PAL, All $39.95 each.*

#3R08 - GLAMOUR PHOTOGRAPHY - $39.95
Understanding glamour and glamour assignments: cameras, film, lighting, make-up, hair, wardrobe, rights, model releases, magazine layout, props, sets, locations, posing, the glamour portrait, finding models, glamour markets, boudoir, lingerie. 90 min VHS. *Spanish language VHS - #3R08.ESP, European PAL English version - #3R08.PAL, All $39.95 each.*

#3R21



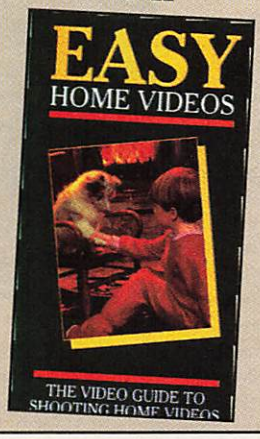
Get Pro Results
using a Point and Shoot Camera

#3R21 - $29.95 EASY PHOTOGRAPHY
Use a point and shoot camera to produce professional looking pictures. The program covers camera types, film, use of light, composition, basic photo techniques and much more. Easy instruction on how to take pictures of family, friends, children, pets and places. Picture faults and buying tips are covered. Learn to shoot like a pro, it's easy! 60 min. VHS.

#3R22 - $29.95 EASY HOME VIDEO
Basic techniques of using a camcorder and how to produce professional looking home videos. Learn video formats, video accessories, and pre-production planning techniques. Learn the best way to tell a visual story of your family, friends, events and places. 60 min. VHS.

#3R2X - $49.95 (#3R21, 3R22 bundle)

#3R22



complete IFPO Programs and Catalog
www.aipress.com or www.ifpo.net

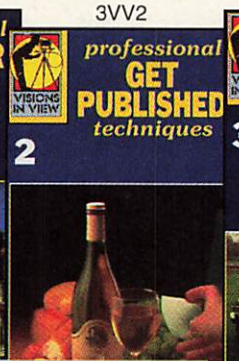
ORDER TOLL FREE 24 hours 7 days
1-800-654-9557

ORDER FORM on page 47

PROFESSIONAL PHOTOGRAPHY TECHNIQUES

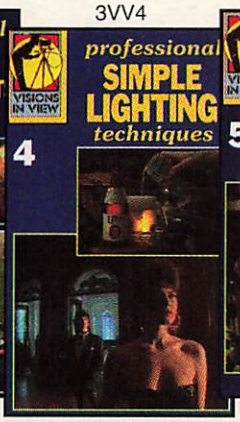
3VV1

3VV2

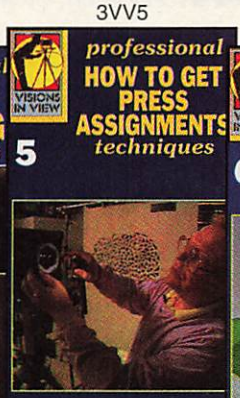


3VV3

3VV4

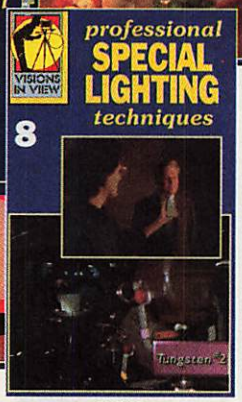


3VV5



3VV6

3VV7



3VV8

Professional Photography Techniques

Visions in View Series

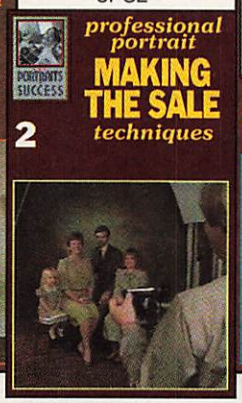
$39.95 each
or
$199.95 - 3VVX
for the entire 8 volume set
(3VV1 thru 3VV8)

Originally produced for Kodak, these "*Professional Techniques*" seminar style videos document new and innovative photographers at work in their studios and on-location. The photographers featured are at the top in their respective fields. They reveal professional secrets that you can use in ways you have not seen before. They share their striking images and the step by step "magic" they use to produce them. You will be amazed at the insights, trade secrets, techniques, insider tips and working habits waiting for you in abundance on these tapes. These are the secrets that can transform your photos several jumps up the development ladder no matter whether your interest is as a hobbyist or professional . See the complete review of all 16 Pro-Secrets Videos at IFPO's Internet Site: http:// www.aipress.com

PROFESSIONAL PORTRAIT TECHNIQUES

3PS1

3PS2



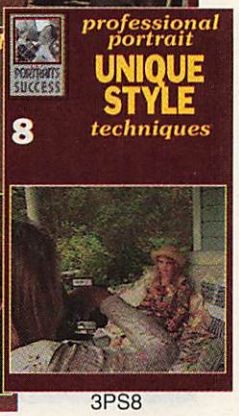
3PS3

3PS4

3PS5

3PS6

3PS7



3PS8

Originally produced for Kodak, these "*Professional Portrait Techniques*" seminar style videos document new and innovative photographers at work in their studios and on-location. The photographers featured are at the top in their respective fields. They reveal professional secrets that you can use in ways you have not seen before. They share their striking images and the step by step "magic" they use to produce them. You will be amazed at the insights, trade secrets, techniques, insider tips and working habits waiting for you in abundance on these tapes. These are the secrets that can transform your photos several jumps up the development ladder no matter whether your interest is as a hobbyist or professional . See the complete review of all 16 Pro-Secrets Videos at IFPO's Internet Site: http:// www.aipress.com

Professional Portrait Techniques

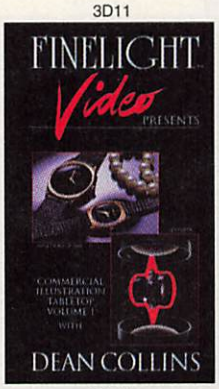
Portraits of Success Series

$39.95 each
or
$199.95 - 3PSX
for the entire 8 volume set
(3PS1 thru 3PS8)

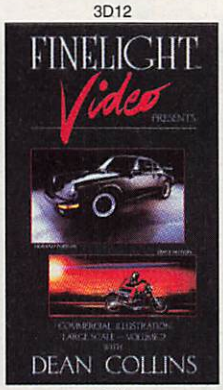
Learn PROFESSIONAL LIGHTING!

$44.95 *each*, or **#3D1X - $399.95**, 11 Vol. Bundle (3D11 THRU 3D21)

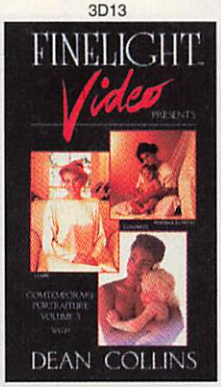
3D11



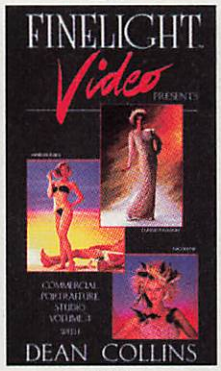
3D12



3D13



3D14

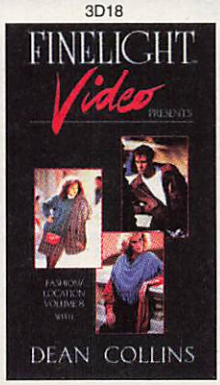


3D15

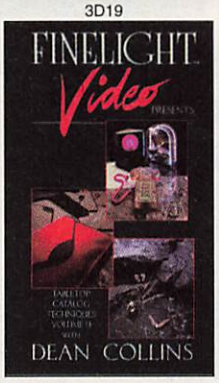
3D16

3D17

3D18

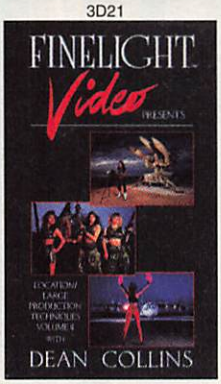


3D19



3D20

3D21



with
Dean Collins

World renowned professional photographer and educator brings his famous professional photography workshops to Home Video!

#3D11 Tabletop Commercial Illustration
Product Photography: Suspension techniques, neoning, floating objects and multi-exposures.

#3D12 Large Scale Commercial Illustration
Manipulate large objects (Porsche, motorcycle) to create motion and mood.

#3D13 Contemporary Portraiture
Create effects in studio; lighting control through metering.

#3D14 Studio Commercial Portraiture
Learn to control tone, background variety, outdoor sets.

#3D15 Location Commercial Portraiture
Capture high glamour and relaxed moods outdoors; Control direct and diffused sunlight.

#3D16 Glamour Using Chromazones
High/low key lighting control with white and dark backgrounds plus tonal quality control.

#3D17 TableTop Using Chromazones
Step-by-step through set building, composition, and metering for the product photography.

$44.95 *each*

#3D18 Fashion on Location
Control sunlight and reflected light through metering.

#3D19 TableTop Catalog Techniques
Use chromazone techniques to create dazzling catalog presentations and dramatic shadows.

#3D20 Wedding Sales with Monte Zucker
Leading wedding photographer shares his techniques.

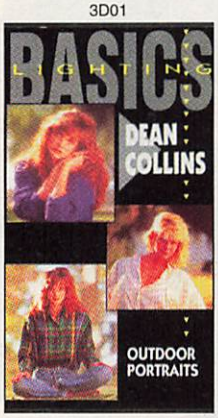
#3D21 Large Production Techniques
Use props as big as airplanes and as bold as missiles with glamour models on-location.

Learn LIGHTING BASICS with Dean Collins

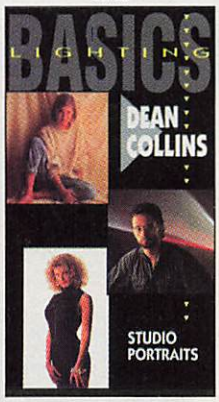
$34.95 *each*, or **ALL 4 for $129.95**

#3D0X - $129.95, 4 Vol. Bundle (3D01 THRU 3D04)

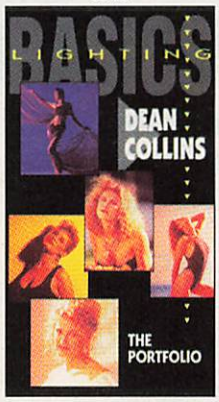
3D01



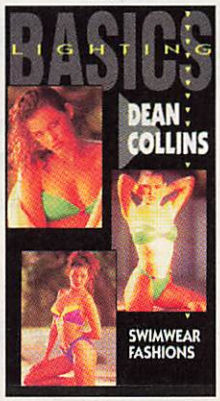
3D02



3D03



3D04



#3D01 OUTDOOR PORTRAITS
Learn the keys to creating outdoor portraits that sell. See how Dean Collins uses flash, diffusion scrims, reflectors and mirrors to create simple and beautiful outdoor portraits. Learn methods of lighting that allow you to shoot throughout the day. Detailed lighting diagrams make using the techniques on this video easy. Basic and advanced techniques are covered. 30 min. VHS.

#3D02 STUDIO PORTRAITS
Collins creates four stunning portraits using only one flash as his primary light source. Produce high-key, Rembrandt and Casual portraits. See how each technique affects the final image.You will learn simple metering techniques and methods of controlling light plus how to light for eyeglasses. 30 min. VHS.

#3D03 The MODEL PORTFOLIO
Dean Collins creates 7 looks for one model in one day! Learn what Talent Agents are looking for in a model's composite and portfolio. Produce stunning head shots, indoor and outdoor fashion, and colorful glamour photography. Learn how to take an outdoor fashion shot anywhere! 30 min. VHS.

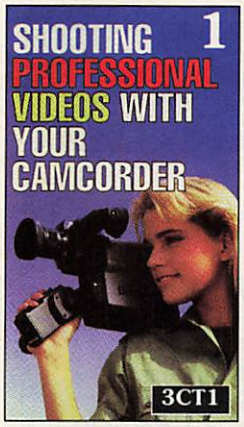
#3D04 SWIMWEAR FASHIONS
World-renowned photographer / educator Dean Collins explains the keys to producing top-quality swimwear photographs. Simple lighting techniques are used *on location* to create dazzling images. Use mirrors, diffusion scrims and reflector panels effectively. Examples and easy-to-understand diagrams. 30 min. VHS.

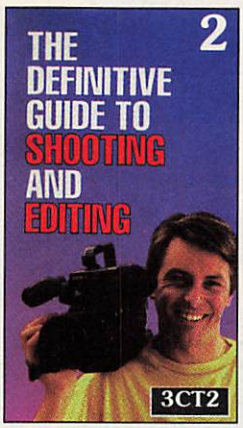
complete IFPO Programs and Catalog
www.aipress.com or www.ifpo.net

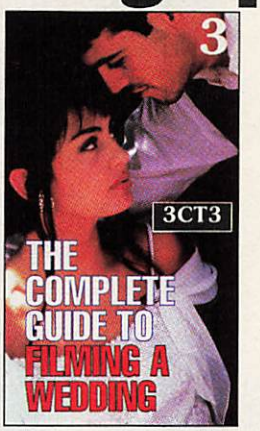
ORDER TOLL FREE 24 hours 7 days
1-800-654-9557

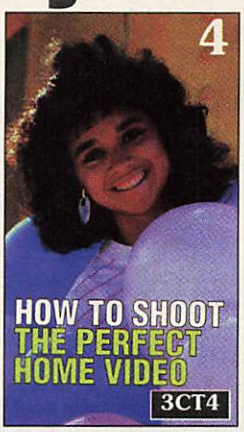
ORDER FORM on page 47

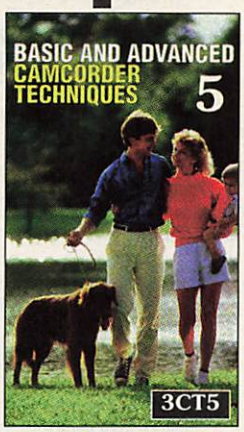
Camcorder - Videography Techniques











The CAMCORDER INSTRUCTIONAL Video Series

3CT1 - Shooting Professional Videos With Your Camcorder. Video formats, Planning your shoot, Framing your shots, Using the zoom, Creating various mood effects, Sound, Lighting, Accessories, Video techniques. 50 min. VHS.

3CT2 - The Definitive Guide To Shooting And Editing. Principals of editing, Editing formats, Equipment, Studio environment, Insert and assemble editing, Post production, Audio mixers and captions, Maintenance/hints and tips. 50 min. VHS.

3CT3 - Complete Guide To Filming A Wedding. Preparation •Gaining Permission, Interviews with experts, Keeping ahead of the action, Common mistakes, Editing in camera, Sound, The big day. 50 min. VHS.

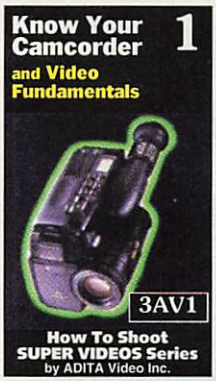
3CT4 - How To Shoot The Perfect Home Video. Weddings, Parties, Family events, Days out, Concerts, Christmas, Hints and tips, Titles. 50 min. VHS.

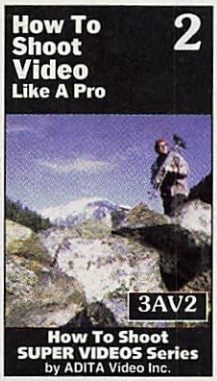
3CT5 - Camcorder Techniques. Composition, Angles, Focal Length, Aperture, Zooms, Pans, Crossing the line, Editing practice, Equipment, Microphones, Lightine and filters, Titles. 50 min. VHS.

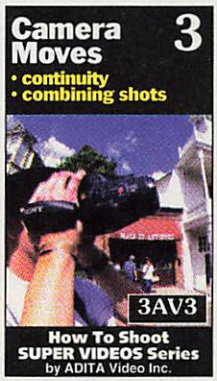
$39.95 each or

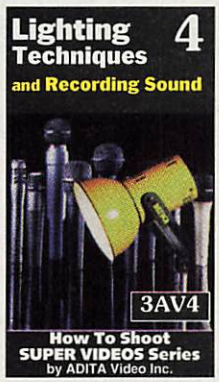
All 5 (3CTX) - $179.95

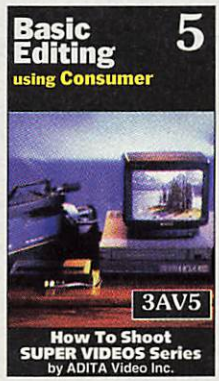
5 tape bundle (3CT1 - 3CT5)

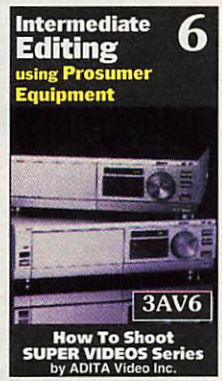












How To Shoot SUPER VIDEOS

series by ADITA Video Inc.

#3AVX - $239.95, 7 Vol. Bundle

11.5 Hrs. VHS

#3AV1 - $39.95

Know Your Camcorder and Video Fundamentals

Learn all camcorder features and how to use them effectively. How to make correct buying decisions based on formats and features. Learn video fundamentals including selecting and care of tapes, battery use and maintenance. How to choose a tripod and more. 90 min. VHS.

#3AV2 - $39.95

How To Shoot Video Like A Pro

Use photo concepts the way the pros do to make super videos. Learn visual basics, focusing tips, and proper composition. Discover how shutter speed and depth of field principals impact on your videomaking. **BONUS:** How to transfer your own home movies, slides and photographs to videotape. 90 min. VHS.

#3AV3 - $39.95

Camera Moves Continuity and Combining Shots

Learn how to add variety and interest to your videos by making smooth, proper camera moves including pans, tilts, dollying and zooming. How, When and Why you should zoom. **PLUS** "In-Camera" Editing Techniques and Shooting To Edit. 120 min. VHS.

#3AV4 - $39.95

Lighting and Sound Techniques

Get great lighting with minimal equipment. Discover how to use the 4 qualities of light; 5 ways to overcome dreaded backlighting problems; Filters add a new dimension. Recording Sound: Why the microphone on your camcorder often gives disappointing results. Inexpensive AlternativeS. Audio dubbing and mixing. 90 min. VHS.

#3AV5 - $39.95

Basic Editing With Consumer Gear

Learn: Basic equipment hook-ups to start editing with equipment you already own; Proper connections to do simple assemble editing using the "pause" method; Minimize a loss in quality when editing tapes; Develop a sense of timing and pacing when editing. 90 min. VHS.

#3AV6 - $39.95

Intermediate Editing-Prosumer Gear

Learn what equipment is required to achieve accurate and "clean" looking edits. Learn about "jog/shuttle" VCRs and edit controllers. Discover "Insert Editing" – the way to add new sound tracks to your videos. On screen graphics and samples illustrate techniques. 90 min. VHS.

#3AV7 - $39.95

Advanced Editing -Professional Gear

Come on a tour of ADITA Video's studio and learn professional editing techniques. Features and benefits of using professional editing equipment. **PLUS:** Inside tips on running a video business, setting rates, marketing, and important money making ideas are revealed. 120 min. VHS.

$39.95 each

ORDER FORM on page 47

ORDER TOLL FREE 24 hours 7 days

1-800-654-9557

complete IFPO Programs and Catalog

www.aipress.com or www.ifpo.net

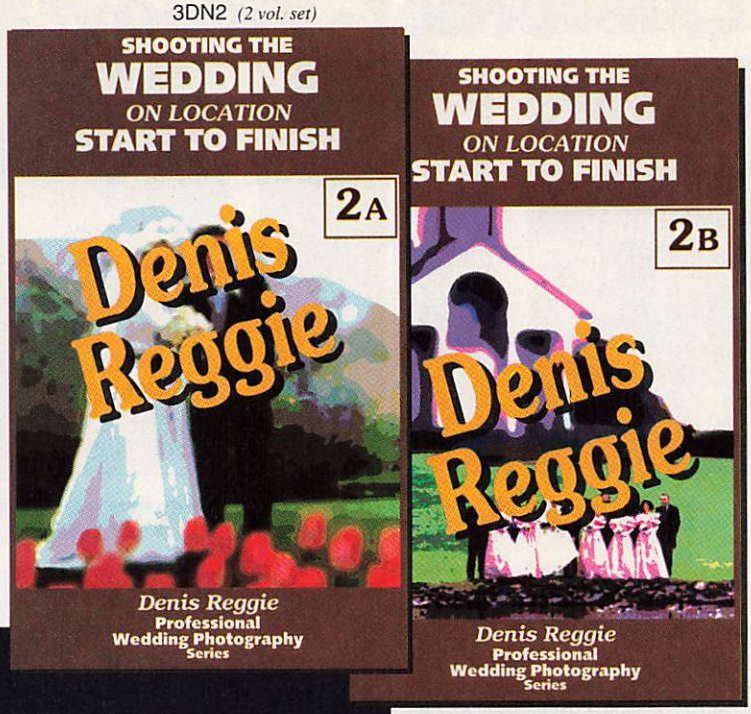
BUY! IFPO recommends this product to its members!

Denis Reggie

#3DN2 *(2 vol. set)* **$149.95**

The first volume demonstrates pre-ceremony, ceremony and reception coverage and also features scores of actual Reggie images from numerous weddings. Discussions cover his approach and attitude, equipment, techniques, even hints on which moments to look for at the wedding. In the second volume, follow step-by step as Denis Reggie shows you how he shoots an entire wedding day. 1 1/2 hours VHS (2 Tape Set).

3DN2 *(2 vol. set)*



Denis Reggie

Denis Reggie's client list reads like Who's Who: Jacqueline Kennedy Onasis, James Taylor, Arnold Schwartzeneger, Ted Kennedy, Pete Rozelle, Leeza Gibbons (to name a few). His Wedding Photography secrets have been sought out by The New York Times, Life magazine, Glamour, USA Today, Bride's, and P.M. Magazine. Denis Reggie calls it his "wedding photojournalism" style. We call it the definitive series for learning contemporary wedding photography whether you are a working pro or an aspiring amateur.

Wedding Photojournalism Series

$79.95 each or
#3DNX - $299.95
4 Vol. Bundle (#3DN1,3,4,5)

#3DN1 Wedding Photojournalism

This straight forward lesson is ideal for those seeking a development in their personal photography style toward a more sensitive, lucrative and enjoyable approach. 40 min. VHS.

#3DN3 The Art of Selling

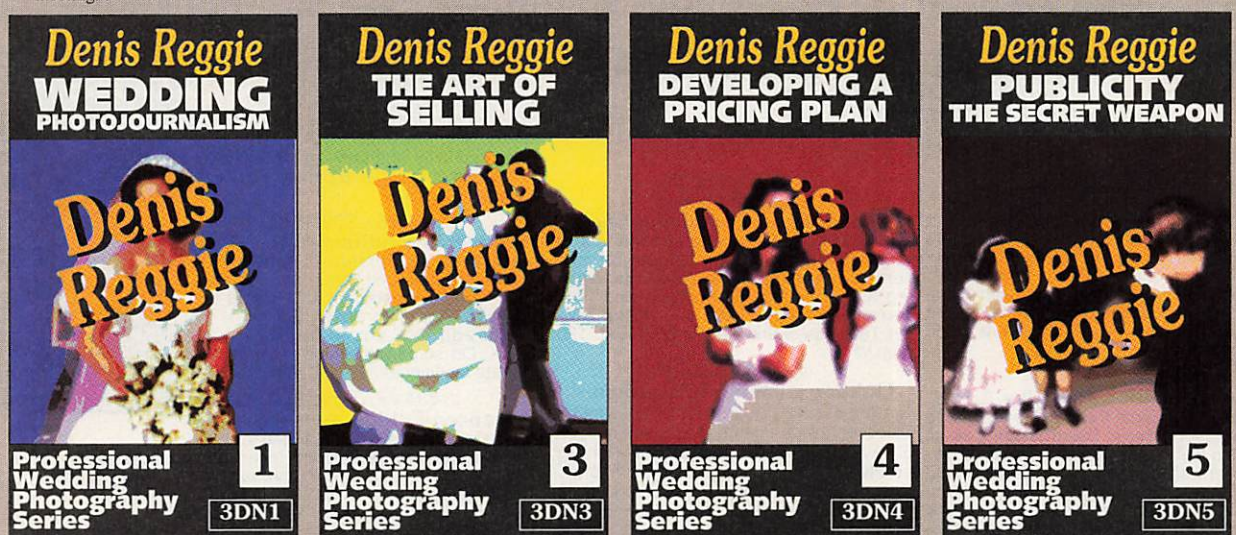
The Reggie winning sales presentation, what to say, how to set-up the perfect meeting. 55 min. VHS.

#3DN4 Developing a Pricing Plan

Pricing principles revealed! Save years of trial and error by learning pricing secrets. 45 min. VHS

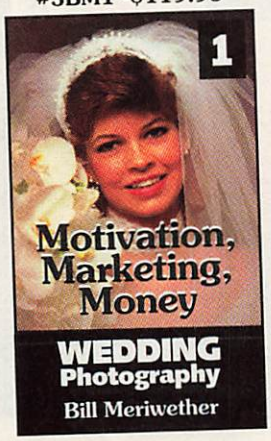
#3DN5 Publicity: The Secret Weapon

Denis Reggie divulges his techniques and suggestions you can use right away! 50 min. VHS.



Wedding
Photography with Bill Meriwether

#3BM1 -$119.95



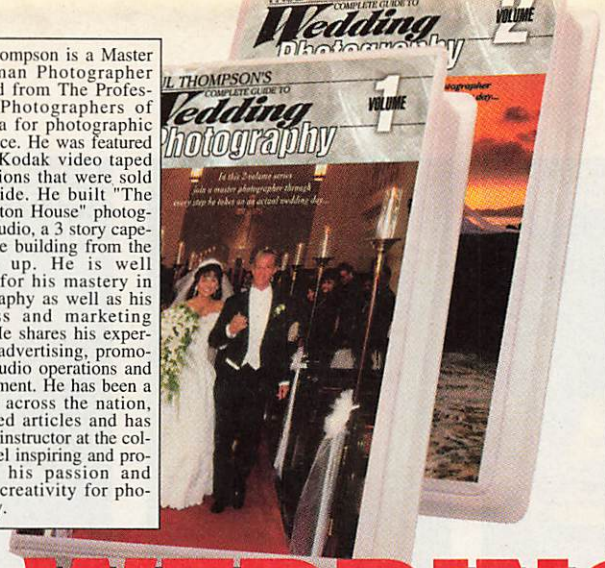
Motivation- Marketing- Money: Bill Meriwether shares his marketing skills and efficient methods for operating a wedding photography business. Everything you need to know from the first contact to the delivery of the wedding album; included: equipment, lab processing and a numbering system for albums. 60 min. VHS.

#3BM2 - $119.95

Create Wedding Albums: Through attention, interest, desire, and action Bill Meriwether creates exquisite wedding albums. He shares his ideas on using special effects in wedding photography, marketing, contracts and selling techniques.. 78 min. VHS

#3BMX - $199.95
(2 Volume Bundle VHS)

Paul Thompson is a Master Craftsman Photographer awarded from The Professional Photographers of America for photographic excellence. He was featured in two Kodak video taped productions that were sold worldwide. He built "The Huntington House" photography studio, a 3 story capecod style building from the ground up. He is well known for his mastery in photography as well as his business and marketing skills. He shares his expertise on advertising, promotions, studio operations and management. He has been a speaker across the nation, published articles and has been an instructor at the college level inspiring and promoting his passion and artistic creativity for photography.



This new video series is packed with 20 years of practical experience, knowledge, skills and tips. Paul uses a real wedding as well as studio demonstrations to illustrate methods he has learned and developed while becoming one of the nation's most successful wedding photographers.

WEDDING Photography

#380B - $139.95
(2 vol. set VHS)

BUY! IFPO recommends this product to its members!

Vol. 1 (55 Min.) Includes:
- An actual wedding being photographed
- How to achieve quality lighting on location
- Posing the bride and groom at the wedding
- How to pose small and large family groups
- Ceremony photographs that must be taken
- Studio lighting and posing demonstrations
- Tips on how to operate a studio successfully

Vol. 2 (45 Min.) Includes:
- An actual reception being photographed
- How to photograph cake cutting and groups
- Outdoor romantics with the bride and groom
- Studio portrait session with bride and groom
- Complete equipment guide for weddings
- Recommendations for forms and contracts

FREE BONUS with your order

(WHILE SUPPLIES LAST)
- Detailed list of "must poses" that will make every wedding day complete.
- Sample "agenda card" to carry with you, and make your day run smoother.
- Copy of Paul's actual "wedding contract" that every bride completes.
- "Schedule" to help plan the wedding day's photographs with the bride.

David Smith **Wedding Series**

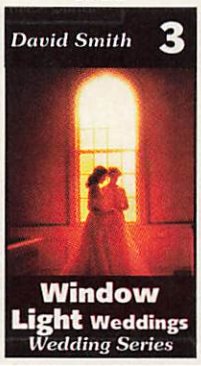
A professional photographer since 1971, David Smith Achieved the Master of Photography and Photographic Craftsman Degrees by 1979. His photographs are displayed nationwide including the Kodak pavilion at Epcot Center. Kodak's wedding photography brochure primarily uses David Smith's photos.

$99.95 each or
#3DSX - $449.95
(5 volume bundle VHS)

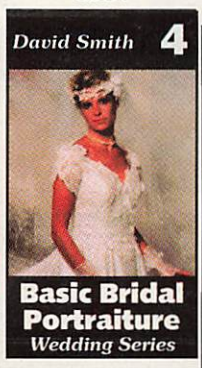
3DS1

3DS2

3DS3



3DS4



3DS5

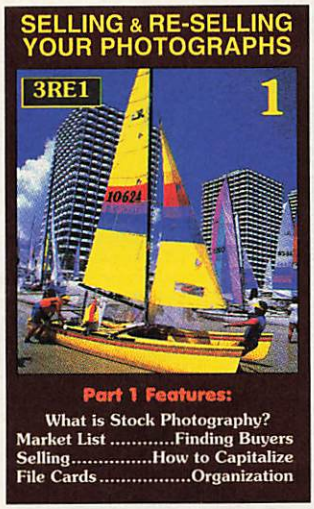
1 Lighting and Posing Ideas
David Smith poses male & female subjects using his delicate, sensitive lighting patterns, lighting ratios and exposure. 49 min. VHS.

2 Working With Kids
Babies, children and mothers-to-be are demonstrated in beautiful poses in high key, low key and window light portraiture. 70 min. VHS.

3 Window Light Weddings
David Smith demonstrates his methods in achieving his portraits with soft focus, vignetting, and maintaining the lighting ratio. 48 min. VHS.

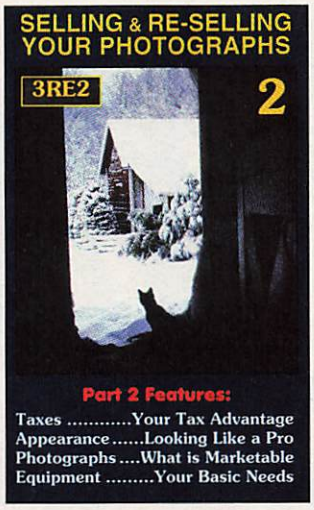
4 Basic Bridal Portraiture
Exquisite bridal portraits with lighting, props, high & low key and backgrounds. Body placement and weight distribution posing secrets. 55 min. VHS.

5 Romantic Moments
A couple goes on location to show you how to use available light, trees, fences and lakes. Covers the use of reflectors for fill light.. 45 min VHS.



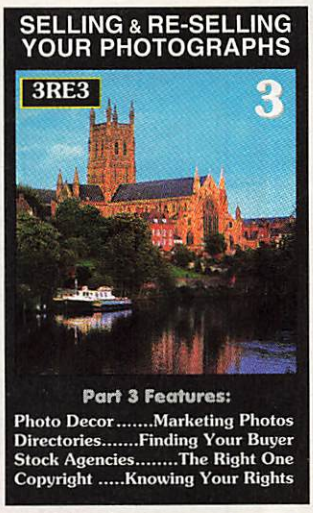
Part 1 Features:

What is Stock Photography?
Market List .....Finding Buyers
Selling.....How to Capitalize
File Cards.....Organization



Part 2 Features:

Taxes .....Your Tax Advantage
Appearance.....Looking Like a Pro
Photographs....What is Marketable
Equipment .....Your Basic Needs



Part 3 Features:

Photo Decor.....Marketing Photos
Directories.....Finding Your Buyer
Stock Agencies.....The Right One
Copyright .....Knowing Your Rights

Part 4 Features:

Pricing.....*Market Value*
Business.....*The Correct Approach*
Packaging .....*Presentation Sells*
Getting Started ...*The Road to Suc-*

Part 5 Features:

Travel ...*Trips Pay for Themselves*
Pro Tips.....*Tricks of the Trade*
Promotions .....*Marketing Yourself*
Computers .....*The Future*

by photographer
Rohn Engh

$29.95 each or

#3REX (ALL 5) - **$129.95**
5 tape bundle (3RE1 - 3RE5)

You Will Learn:

- **Who Buys Photos**
- **Which Photos Sell**
- **Shortcuts to Start**
- **How to Price**
- **Trade Secrets**

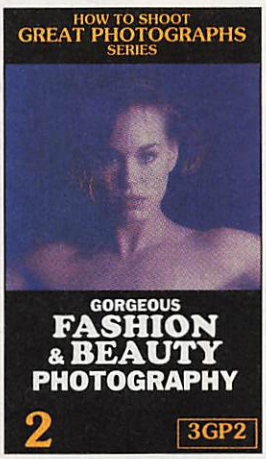
#3RE1 Who Buys Photos and Why!
Finding Photo Buyers is EASY! Why Stock Photography is HOT! Why Photo Buyers Come to You! How Your Photo Files Turn Pictures to CASH! How to Squeeze Even More Cash From Your Expenses! 50 min. VHS.

#3RE2 Top Money Making Secrets!
Learn Which Photos You Have Already Taken Will Sell and Over and Over again! Learn The EASY Steps to Look Like a PRO! Learn the Basic Equipment You Need for Success! 50 min. VHS.

3RE3 Best Shortcuts to Quick Cash!
Learn Which Photo Agencies Want YOUR Pictures! Learn How to Make Even Ordinary Photos Sell! Learn Shortcuts to Big Sales Using Directories! Quick and Easy Copyright Tips! 50 min. VHS.

#3RE4 Pro Start-up and Pricing Guide!
Easy Steps to Get Started With What You Now Have! Learn the "CA" (Correct Approach System)! Learn The Inside Secrets of Pricing and Packaging! 50 min. VHS.

#3RE5 Winning Trade Secrets and Tips!
Learn the Trade Secrets that Insiders Took Years to Learn! Learn How Vacations Can be FREE From Now On! Marketing Yourself! Learn Future Trends That Will Jump You Ahead of the Pack! 50 min. VHS.



Great Photographs
MADE EASY
Series

$59.95 each or
#3GPX (3 vol. set) - **$179.95**
3 tape bundle (3GP1 - 3GP5)

#3GP1 - WONDERFUL STILL LIFE & FOOD PHOTOGRAPHY

With Allen Vogel. "Photos of food should be enticing and have appetite appeal." You will see how to select and prepare foods and beverages. Learn how to work with a food stylist and what to do if none are in your area. This video also shows you how to light, compose and shoot still life products. Allen Vogel has worked with ad agencies and corporations, including Chrysler, Coca-Cola, General Foods, Max Factor and Pepsi Cola. He has conducted seminars at Parson's School of Design. 60 min. VHS.

#3GP2 - GORGEOUS FASHION & BEAUTY PHOTOGRAPHY

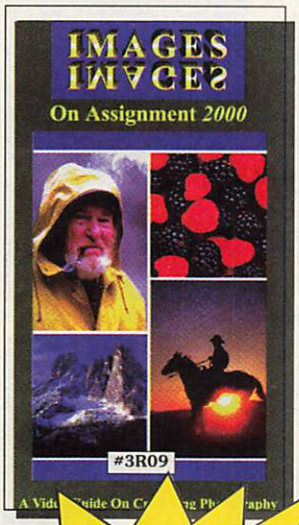
With Dennis Kitchen. "The most glamorous area in photography includes casting models, make-up and hair. It shows the easy way to build and light a set. It explains the aesthetics and logistics needed for a successful location shoot, and the subtleties that create fantastic beauty close-ups." Dennis Kitchen is one of the hottest photographers in NYC. This award winning pro's clients include American Express, AT&T, British Air, DuPont, ELLE Magazine, and General Foods. 60 min. VHS.

#3GP3 - State-of-the-Art SPECIAL EFFECTS PHOTOGRAPHY

With Charles Wieshahn. 'How was that done?' This video shows you how to create special effects on the set, in the camera and in the darkroom. It covers multiple exposures, strobe effects, glows, blurs, floating objects and other effects, all without expensive or complicated equipment." Charles Wiesehahn has created his magic for Chivas Regal, General Electric, IBM, Mobil, Pan Am, Sony, TWA, Volkswagen, Volvo, Xerox and others. 60 min. VHS.

Professional Photography Techniques

NEW NEW NEW NEW NEW

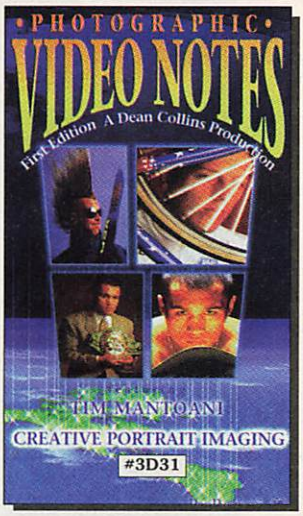


FINALLY!
A home video that tells you how to
CRITIQUE
your own photos.

Learn what makes some images successful and others not successful! NEW from famous photographer and educator Brian Ratty and Media West Home Video! 60 minutes.

#3R09 - $39.95

BUY!
IFPO recommends these 3 new videos to its members!

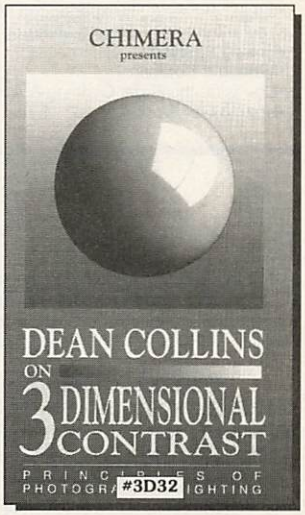


Sports Photographer Tim Mantoani in association with Dean Collins shows you how a professional shoots sports figures! 45 min. VHS.

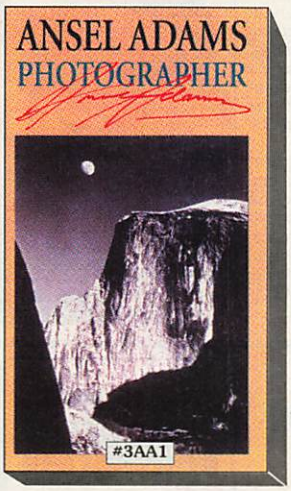
#3D31 - $39.95

Learn the principles of photographic light through detailed diagrams and stunning imagery! Dean Collins. 45 min.VHS.

#3D32 - $39.95



NEW NEW NEW NEW NEW



#3AA1 - $39.95

This video captures the spirit of the man as he talks about his life and demonstrates the equipment, shooting methods and darkroom techniques which have made him famous. 60 min.

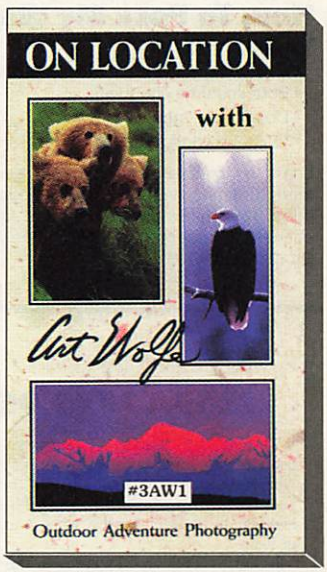
#3TF1 - $29.95

This video hows how filters soften harsh shadows, make people look better and create exciting images and moods from ordinary subjects and settings. Many important filter types are introduced including fog, contrast, haze, star, polarizing and color filters. Also learn how to choose the proper filter grade. 30 min. VHS.

#3AW1 - $39.95

ON LOCATION with Art Wolfe documents Art's unique approach to locating and photographing a variety of wildlife and scenic landscapes, as he travels through Alaska's wilderness.

From selecting the appropriate lens to framing an intimate wildlife portrait to handling low-light macro photography, you'll have the opportunity to experience Art's masterful insight and broadbased expertise ... as he travels ON LOCATION.. 50 min. VHS.



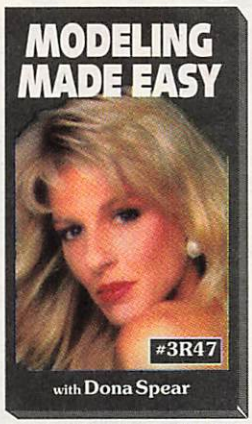
Glamour Photography Techniques

for Inexperienced Models

#3R47 - $39.95

International model Dona Speir together with pro Make-up Artist, Hair Stylist, Wardrobe expert show your amateur models how to shine. Dona shares her secrets with three young hopefuls and transforms them into beautiful models. 30 min. VHS.

- •Great for Young, Inexperienced Models
- •Techniques for Applying Make-up
- •Posing Sessions
- •Making a Portfolio
- •Choosing the Right Clothing & Accessories
- •How to Get Work



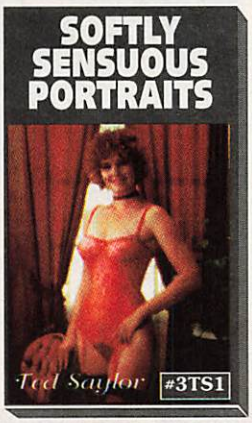
#3GB2 - $39.95

Gary Bernstein's THE MAGIC OF PHOTOGRAPHY Whether you're an amateur or seasoned pro, this guide to people photography is a must. Using readily available equipment and props, Bernstein covers 8 studio sequences from model styling and posing to lens selection, camera angles, composition and exposure ratios. Bernstein, a top fashion and glamour photographer shares his secrets. Complete lighting diagrams appear at the beginning and end of each section so you can recreate them. Includes important tips on Lighting, Posing, Lens Selection, Camera Angles, Exposure Ratios and Composition. Appearances by Kay Sutton York + Top International Models . 45 min. VHS. Contains nudity.

Ted Saylor holds the Master of Photography and Photographic Craftsman Degree plus many national and regional awards. He lectures and conducts seminars in the USA and Canada.

#3TS1 - $69.95

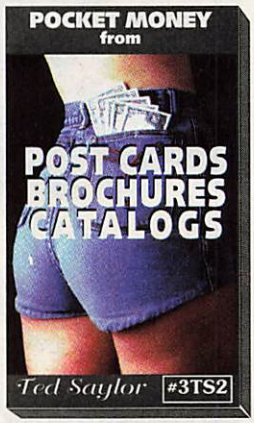
SOFTLY SENSUOUS PORTRAITS Gets you started in the lucrative area of glamour and boudoir photography including props, posing and lighting techniques. You will learn to produce Boudoir Portraits that sell. 45 min. VHS.



Ted Saylor holds the Master of Photography and Photographic Craftsman Degree plus many national and regional awards. He lectures and conducts seminars in the USA and Canada.

#3TS2 - $69.95

POCKET MONEY from POST CARDS, BROCHURES and CATALOG SHEETS shows you how to shoot, sell and find new markets for your photos. 53 min. VHS.



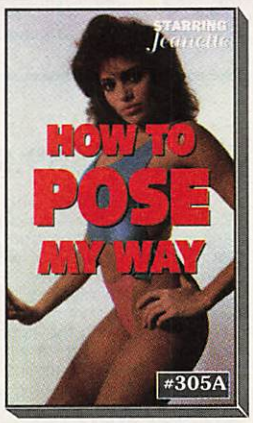
#305A - $39.95

How To Pose My Way

You will learn:

- Over 100 Poses for the face and body
- Four costume changes
- Dozens of "mood changes"
- Make-up changes

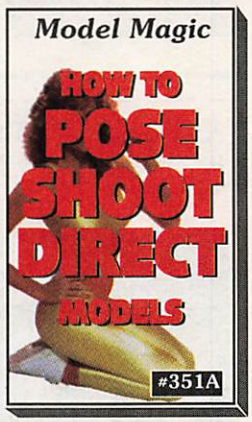
Learn to increase your income by reducing model training time. puts your models at ease and builds confidence: the key to success. Produced By Mike Rose AMR Productions. VHS.



#351A - $39.95

Four part program to assist photographers in posing positions, directing techniques, working with amateur models, and the "do's and don'ts" of model photography. Learn how to make a model feel free and uninhibited in your environment. Prepare amateur models for their first shooting session including make-up, wardrobe and props

Learn how to pose models, even amateur, untrained models in their first photo session. Each pose is illustrated carefully, showing the position of the feet, angles of the hips and shoulders, tilt of the head and the curve of the spine. Variations of each pose are explained fully with advantages and disadvantages. Learn standing, kneeling, sitting, reclining poses. 30 min. VHS

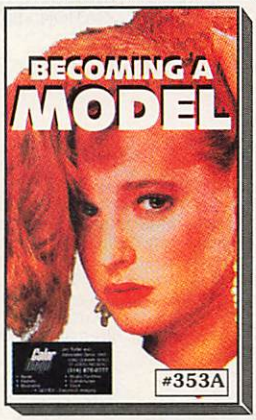


#353A - $49.95

This is the "**WARM-UP**" tape you have been looking for to get your amateur model in "the right mood" to help you get the shots you've always wanted to get! This tape explains to amateur models what is expected of them.

BONUS: This tape explains to the model what the portfolio is for and will be convinced that money spent on a portfolio is an investment for her future.

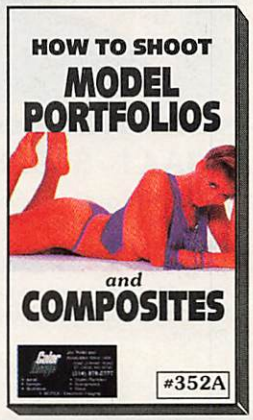
Make-up for composites, hair styles for various poses, required poses for composites, selling yourself and the model interview. 34 min. Jim Trotter.



HOW TO SHOOT MODEL PORTFOLIOS and COMPOSITES

#352A - $49.95

MODEL PHOTOGRAPHY, You get the knowledge of what a portfolio should be and how to shoot it. A simple and inexpensive lighting set-up that anyone can do. Posing is included, as well as basic make-up and business practices. Systems for Success by Jim Trotter. 40 min. VHS. Contains unrated nudity



complete IFPO Programs and Catalog
www.aipress.com or www.ifpo.net

ORDER TOLL FREE 24 hours 7 days
1-800-654-9557

ORDER FORM on page 47

Glamour Photography Techniques

PROFESSIONAL GLAMOUR and NUDE PHOTOGRAPHY WORKSHOPS

Ken Marcus is one of the most published photographers in the world. His striking images of glamorous women have appeared in hundreds of ads, record albums, magazine covers, calendars and centerfolds. Marcus is sought after for his many articles, lectures, seminars and workshops on Glamour and Nude Photography. **Rated "R" (live-action nudity).**

#3KM1 - $79.95 ADVANCED GLAMOUR TECHNIQUES

"CENTERFOLDS!" Go behind the scenes and learn how top quality glamour photographs are really produced. Ken details his methods and techniques for you, as he shoots actual assignments for national magazines. Each photo session presents a variety of creative problems and solutions. Join Ken in the studio and on location as he explains step by step, his special techniques for posing the model, beauty and make-up and lighting for glamour. See how to build sets, direct models, create glamour and achieve professional results. This tape features 5 famous Playboy and Penthouse centerfold models. 60 min. VHS. Rated "R" (live-action nudity).

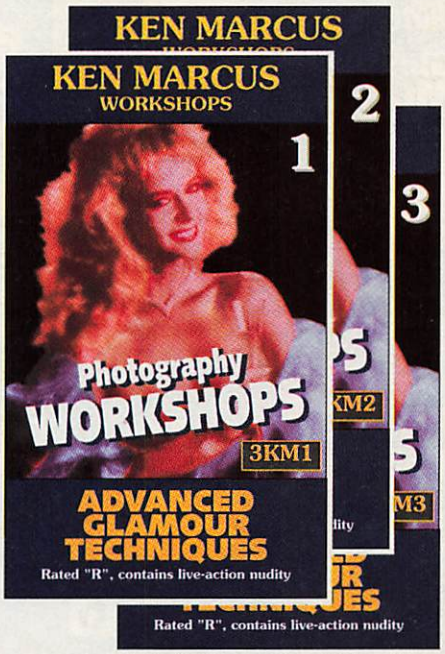
#3KM2 - $79.95 STUDIO GLAMOUR TECHNIQUES

"UNBELIEVABLE!" Studio sets are shown in great detail as they are constructed. Meticulous care is given to glamour studio lighting and special effects. Make-up and wardrobe are also emphasized. Each photo session is presented with lighting diagrams and technical information. Every segment offers a different technical and aesthetic challenge. Study composition through the lens, as you learn Ken's special techniques for posing the model. Featuring three of Marcus' most beautiful models in unbelievable studio photo sessions. 48 min. VHS. Rated "R" (live-action nudity).

#3KM3 - $79.95 OUTDOOR GLAMOUR TECHNIQUES

"UNUSUAL!" Go step by step through six dynamic glamour photo sessions. Each segment features detailed technical data and lighting diagrams. View the composition through Ken's lens as you learn how to direct and pose beautiful models. Discover new ways to control harsh mid-day light. Watch Ken create beauty lighting outdoors. See special effects and unusual equipment most photographers don't even know about. Learn how to combine strobe and daylight to create glamour. Learn tricks to instantly create sexy expressions on any models face. 48 min. VHS. Rated "R" (live-action nudity).

3 vol. bundle (3KM1-3KM3): **#3KMX - $199.95**



One of the "10 Best Photo Videos"
Peterson Photographic magazine

"The Most Sophisticated and Highest Caliber"
Professional Photographer magazine

"Reveals professional secrets of lighting and photographing women"
Popular Photography magazine

"Excellent at-home seminar"
Rangefinder magazine

#303A - $39.95

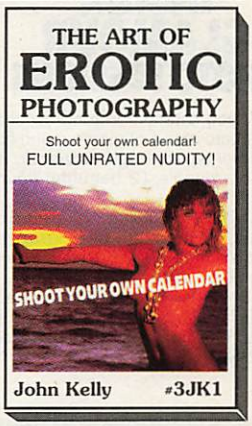
As we all know, makeup plays an important role in shooting photography. This thirty minute video offers a rare opportunity for all types of professionals to develop their own capabilities and creative awareness. Even if you are not interested in applying makeup yourself, this video will give you a full understanding of all creative, technical, and business aspects. The video will cover: Explanation of all products and tools, color theory, technical application for color and black and white photography, different styles of makeup, and how to best analyze a makeup for your needs. By the end of the video, you will not only leave with a new craft, but also with a full understanding of how it affects and adds to your career. VHS.

#3JK1 - $39.95

World famous lensman John Kelly shares his professional secrets using 4 amateur models for a mojor calendar shoot. Learn how to:

- Create a glamour concept: think visually.
- Choose and test shoot your model.
- Relax and pose your model.
- Emphasize your model's erotic points.
- Use natural light creatively - shoot outdoors!
- Photograph glamour at night.

This video is not just for photographers! 60 min. VHS. Full unrated nudity, mature audience.



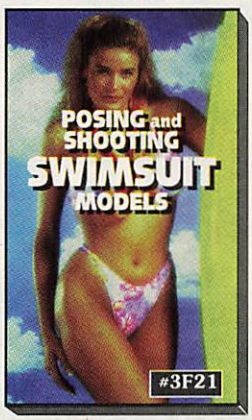
NUDE & SWIMSUIT MODEL POSING SERIES

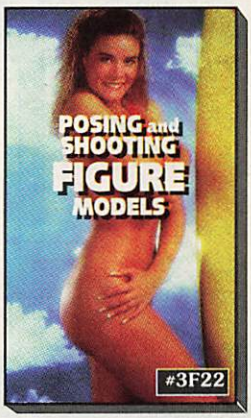
Watch as Photographer Hugh Frazier demonstrates reclining poses, standing poses, sitting poses. Learn how to achieve flattering effects and how to use sets and props. Both professional and amateur models are used. Both videos are approximately 1 hour long (VHS) and contain **unrated nudity**.

#3F21 - $39.95 Posing & Shooting SWIMSUIT Models

#3F22 - $39.95 Posing & Shooting FIGURE Models

#3F2X - $59.95 FIGURE/SWIMSUIT 2 Vol. set
(#3F21 & 3F22 Bundle)





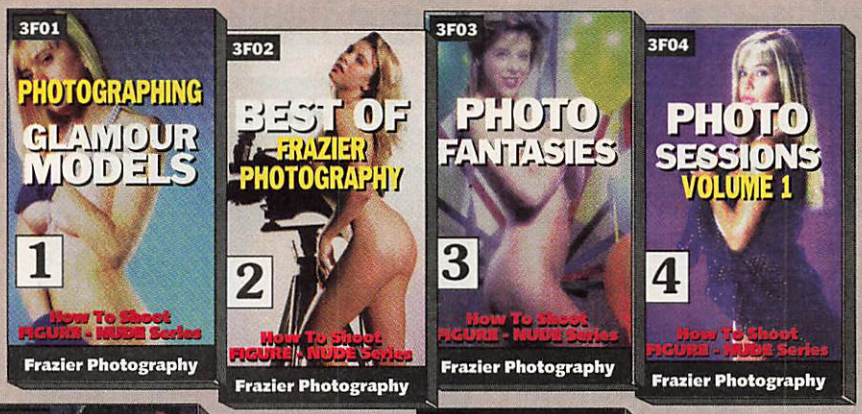


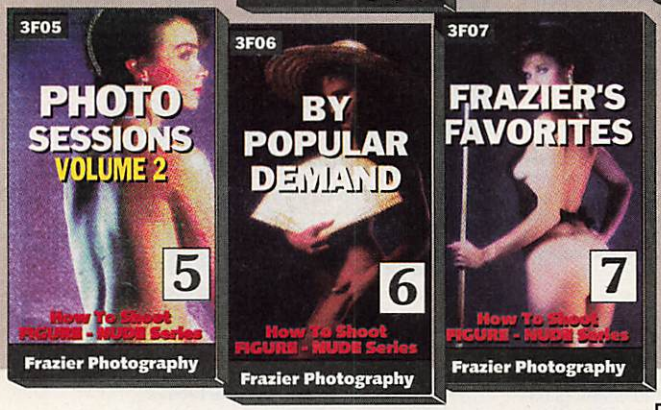
FIGURE NUDE PHOTOGRAPHY SERIES

These videos help beginning models get started in nude and figure glamour modeling and help photographers and videographers sharpen their ability to work with nude models. These videos are loaded with example shoots that you can do yourself. 60 min. per video, VHS & contain **unrated nudity**. Hugh Frazier, Frazier Photography.

$39.95 each or

#3F0X - $199.95

7 Vol. Bundle (#3F01-3F07)



these videos contain Unrated Nudity

#3F01 - PHOTOGRAPHING GLAMOUR MODELS
#3F02 - BEST OF FRAZIER PHOTOGRAPHY
#3F03 - PHOTO FANTASIES
#3F04 - PHOTO SESSIONS VOLUME 1
#3F05 - PHOTO SESSIONS VOLUME 2
#3F06 - BY POPULAR DEMAND
#3F07 - FRAZIER'S FAVORITES
#3F0X - 7 Vol. Bundle (3F01-3F07) - **$199.95**

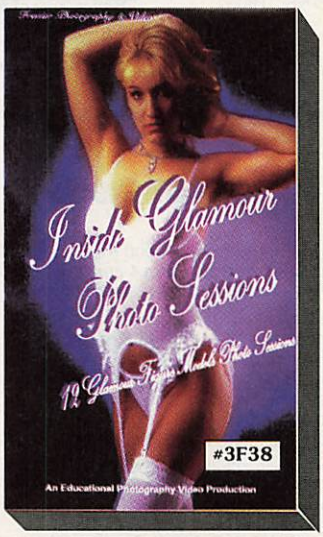
#3F38 - $49.95

INSIDE GLAMOUR PHOTO SESSIONS

NOW you can take a front row seat in the photo studio of glamour and figure photographer Hugh Frazier Jr. as he photograph's 12 beautiful figure models.

You will learn lighting including diagrams plus hear the photographer and director direct the models through their poses.

If you want to see what really happens in a figure studio, this video is for you. 60 min VHS, contains unrated nudity.



LIGHTING FIGURE MODELS PHOTOGRAPHY SERIES

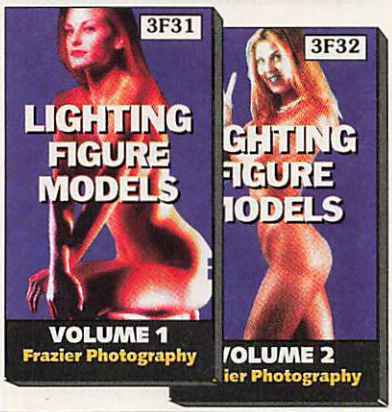
$39.95 each or

#3F3X - $59.95

2 Vol. bundle

(3F31 and 3F32)

An Educational Photography Production featuring 15 Beautiful California Models contains unrated nudity. Learn: •Single light sources •Multiple light sources •Light readings •Preventing lens flare •Special effects. Some areas discussed are: 3 point lighting system, film latitude, exposure values, hard vs. soft light, high key vs. low key lighting, color, B&W. Each tape approx. 60 min. VHS. contain unrated nudity



AMATEUR FIGURE PHOTOGRAPHY SERIES

These videos are designed to help photographers work with amateur nude models and help amateur models break into nude modeling. All titles are approximately 1 hour long and contain **unrated nudity**.

$39.95 each or

#3F1X - $129.95

4 Vol. Bundle (3F11 - 3F14)

1 Basics of AMATEUR FIGURE SHOOTS
2 Using SETS & PROPS in FIGURE MODELING
3 FIGURE POSING Idea Video
4 HOW to Work with AMATEUR FIGURE MODELS

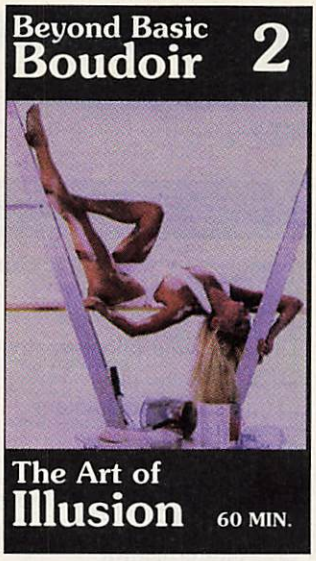
complete IFPO Programs and Catalog
www.aipress.com or www.ifpo.net

ORDER TOLL FREE 24 hours 7 days
1-800-654-9557

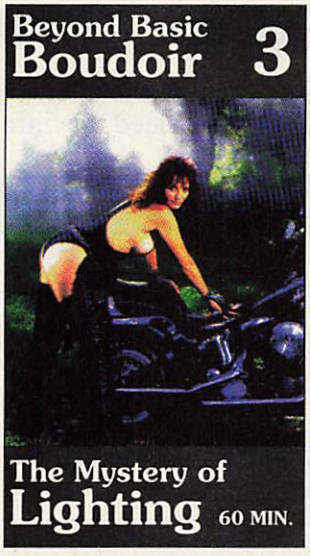
ORDER FORM on page 47

3RH1

3RH2

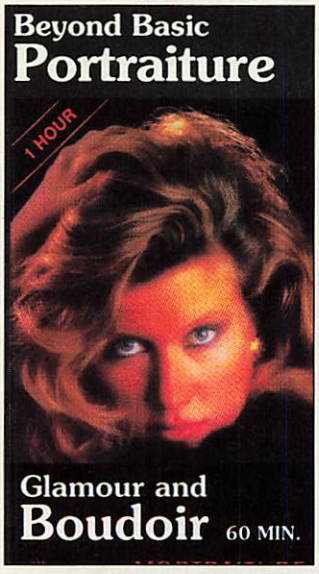


3RH3



3RH4

3RH5



Beyond Basic Boudoir

Contains Unrated Nudity

The nationally known award-winning team, Robert and Sheila Hurth, take you on a fascinating and visual journey into an area which lies between simple boudoir and nude photo studies: "Beyond Basic Boudoir" and "Beyond Basic Portraiture".

These videos show you in explicit detail how each shot was made. See how you can pose your model to get the effect you and she will love. You will learn dramatic lighting setups and actually see what effect they have on a model. You will be able to use the set designs presented in these videos to add excitement to your photos.

3RH5 - $49.95, Beyond Basic Portraiture

The creators of the famous "Beyond Basic Boudoir" series reveals their best tips for shooting glamour portraits: Secrets of in-studio, on-location, lighting set-ups, exposures, filters, posing, costumes, and much more. Explore in-depth lighting selection, lighting placement and effective lighting. Step by step procedures make it easy to learn for fun or profit. 60 min. *Contains Unrated Nudity.*

3RHX - $189.95 Bundle

(3RH1 -3RH4) 4 Vol. Set, 4 Hours

3RH1 - $49.95, The Mystery Revealed!
Enter the sensual world of BOUDOIR PHOTOGRAPHY through this electrifying, provocative and highly informative video. Transform most any woman into a beautiful centerfold. 60 min.

3RH2 - $49.95, The Art Of Illusion
This volume depicts both studio and location scenarios. This Volume is not just a sequel to Volume I but a uniquely different approach to Advanced Boudoir Photography. 60 min.

3RH3 - $49.95, The mystery Of lighting
Demonstrates studio and portable lighting, indoor and outdoor settings. Posing, sets and diagrams are shown, and emphasizes lighting and teaches you how your images can be more dramatic through the selective and use of lighting. 60 min.

3RH4 - $49.95, The Simplistic to the Bizzare
Walk through step-by-step simple and elaborate settings. Learn to take the average woman, and through the art of posing, styling, and lighting, photographically present her in a wonderfully exciting and alluring manner. All in exquisitely good taste. Add variety to your boudoir imagery with this video. 60 min.

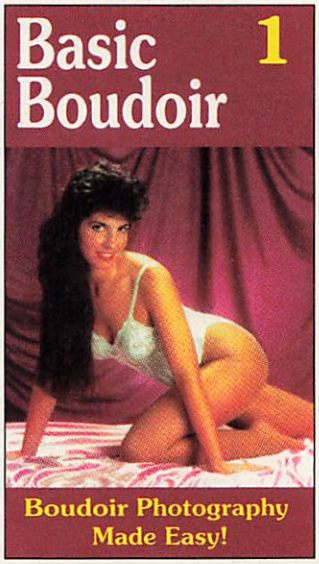
#3CH1 - $39.95
Boudoir Photography Made Easy!
Soft and sensuous or hot and sultry...learn the secrets of capturing the most alluring, provocative side of any woman. Includes tips on:• Equipment • Lighting Techniques • Flattering Poses and Costumes • Inexpensive Sets. 60 min VHS.

#3CH2 - $39.95
Glamour Photography Country Style
Take an exciting adventure into the world of glamour photography ON LOCATION. Lovely young women in a variety of natural and rustic settings help illustrate the simple techniques you can use to stimulate and enhance your business. Topics include: • Fill Flash & Reflector Fill • Dramatic & Corrective Posing • Location Shooting • Natural Lighting. 60 min VHS.

#3CH3 - $39.95
Boudoir Photography Shadows & Reflections
Intimate portraiture of women is IN DEMAND! This video shows you how to create sensitive, provocative images that will be cherished for a lifetime. Valuable companion to "Volume 1." this video explores: • Posing • Set Design • Dramatic Lighting. 60 min VHS.

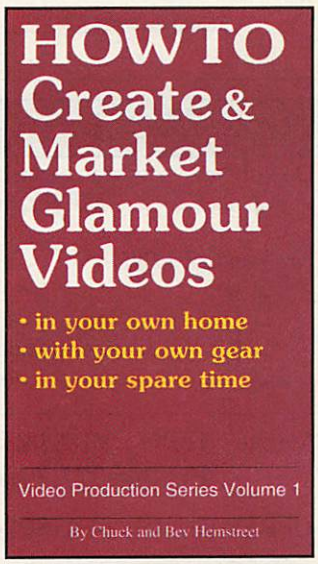
#3CHX - $99.95 - 3 Volume Set, 3 Hours

#3CH1



#3CH8 - $39.95
Glamour videos are a brand new market that's primed and waiting to be tapped. The concept is an exciting and profitable new art form made popular by the TV show Star Search and its swimsuit videos. This video will show you how to produce exciting glamour videos that will dazzle and delight you customers. Learn a Twelve Point Marketing Plan that will assure your success. This video will show you how to make the transition into video. Topics covered are: •Working With the Client •Video Lighting for Maximum Impact •Animating Standard Poses •5 Important Editing Tips •Simple Set Designs. 45 min. VHS.

#3CH8



MEMBERS: 1999 INFORMATION UPDATE

CURRENT and PAST Members: Please! Fill it out (Skipping any item you wish). Mail or fax it to IFPO! We need this info to give you the back-up and support you expect!

IS OUR INFORMATION CORRECT?

_____
MEMBER I.D.#

_____
name

_____
address

_____
city/state/zip

_____
phone#

_____
fax number

_____
e-mail address

_____
HOME PAGE U.R.L. (Internet address for portfolio and publishing credits)

ABOUT YOUR PHOTOGRAPHY

What % of your income comes from photography?
0% ❑ 25% ❑ 50% ❑ 75% ❑ 100% ❑

Describe your photography (check only one):
- ❑ a full-time pro
- ❑ a part-time pro
- ❑ an advanced amateur
- ❑ an amateur
- ❑ a beginner

Check each that interests you:
- ❑ Press Photography
- ❑ Sports/action
- ❑ Nature/wildlife
- ❑ Travel/scenic
- ❑ Videography
- ❑ Advertising
- ❑ Glamour/fashion
- ❑ Commercial
- ❑ Wedding/portrait
- ❑ "Chase" photography

Are you available for the above assignments? (Y/N) _____

CAN ASSIGNMENT EDITORS FIND YOU?

(Today's Photographer page numbers are given if the reader needs more information about each program)

❑ yes ❑ no I am a PRESS PROGRAM MEMBER. my Assignment Verification Code is _____ **page 20 or 21**

❑ yes ❑ no Press Officials can verify my Assignment Verification Code on the Internet at: *http://www.aipress.com/news.html* **page 21** *(bottom)*

❑ yes ❑ no my CONTACT INFORMATION and SPECIALTY are searchable on the ASSIGNMENT DATA BANK on the Internet. **page 18**

❑ yes ❑ no my PORTFOLIO and PUBLISHING CREDITS are on my HOME PAGE on the INTERNET at: **page 65**

http://www._____._____/_____

YOUR TOOLS:

Do you have access to a personal computer:
❑ no ❑ yes, at home ❑ yes, at work

Are you ON-LINE?
- ❑ no
- ❑ yes, I have an Email address (see above)
- ❑ yes, I have internet access
- ❑ yes, I have my own home page on the internet.

Mail to: **IFPO UPDATE**
PO Box 777, Lewisville, NC 27023

Or **FAX** this form to: **1-800-283-5989**

IFPO Form F102tp

PICTURE AWARDS

Members can start or expand their publishing credits using IFPO's unique "PICTURE AWARD 2000" program.

Each photo submitted will be published in Today's Photographer magazine on-line or subscriber edition. A handsome 5.5 inch x 8.5 inch "*Certificate of Publication Award*" will be issued for each qaulifying photo. To qualify:
- ❑ Include your Member#, name, address with each photo.
- ❑ Give each photo a name, title or caption. Technical info is helpful.
- ❑ Each photo can be a color or B/W print or transparency. No prints larger than 8.5 x 11 inches.
- ❑ An $10 service fee is required for each photo to cover the cost of scanning for publication.

Photos to be returned to the member must be accompanied by a suitable photo mailer with sufficient postage.

please copy as many of these forms as you need

PICTURE AWARD FORM

Name, member# _____
Address _____
City/State/Zip _____
Phone or fax _____
Date: _____ **PHOTO #** _____ **OF** _____
Title (opt): _____
Technical info (opt): _____

The photographs submitted are my own, and I hereby give permission to *Today's Photographer* to reproduce them. I agree that Today's Photographer bears no responsibility for entries without the service fee or return mailer with postage. Model releases must be included where applicable.

$8 SERVICE FEE ENCLOSED for EACH PHOTO! ❑ Check, ❑ Money Order, ❑ Cash, ❑ Credit Card# _____ exp date _____

signature _____

MAIL PHOTOS TO: PICTURE AWARDS
PO Box 777 Lewisville NC 27023-0777

Credit Card orders phone: **1-800-654-9557** or fax: **1-800-283-5989**

MAIL ORDERS: **IFPO Order Dept.** P.O. Box **777**, Lewisville NC **27023**-0777 USA

Information or Customer Service calls: 910-945-9867 (area code changes from 910 to 336 on Dec. 15, 1997)

SHIP TO:

☐ this is a new address, please update my records

IFPO MEMBER# (needed for "MEMBER ONLY" items or include dues, see page 17)

name

business name

address

city/state

zip/country

phone/fax/email

☐ **CHECK** or **MONEY ORDER** Enclosed
($15 service charge on all returned checks)

CREDIT CARD ORDERS

❑ Visa, ❑ Mastercard, ❑ American Express, ❑ Optima

card number				
exp. date		signature		

ADDRESS CHANGE
MEMBER# REQUIRED!!
NEW address **ABOVE** (in "SHIP TO:"), OLD address **BELOW** ☐

print old address, city, state, zip

ORDERED ITEMS

ITEM#	DESCRIPTION	PRICE
893B	New Membership Card & Certificate	$9.95 ☐

SHIPPING & HANDLING
DEPENDABLE DELIVERY BY THE U.S. POSTAL SERVICE.
(Delivery by other carriers by special request only)

USA, CANADA, MEXICO ☐

Order Total	1st Class/Priority	
$0 - 25.00	$5.00	(U.S. Dollars)
25.01 - 75.00	$7.00	(U.S. Dollars)
75.01 - 150.00	$10.00	(U.S. Dollars)
150.01 and up	$15.00	(U.S. Dollars)

Express Delivery NEXT DAY add just $18 more to above table.
Express Delivery 2ND DAY add just $9 more.

INTERNATIONAL (outside USA/Canada/Mexico) ☐

Order Total	Air Mail	
$0 - 25.00	$9.00	(U.S. Dollars)
25.01 - 75.00	$14.00	(U.S. Dollars)
75.01 - 150.00	$24.00	(U.S. Dollars)
150.01 and up	$34.00	(U.S. Dollars)

TOTAL ORDER AMOUNT

INFORMATION or **CUSTOMER SERVICE:** For **GENERAL INFORMATION** or to check **ORDER STATUS** or errors: 1-910-945-9867 weekdays 9:00 -5:00 Eastern time (except holidays) or use our 24 hr FAX 1-910-945-3711. Mail your requests or queries to: Customer Service, P.O. Box 777, Lewisville, NC 27023-0777.

AREA CODES: Telephone Area Codes are changing again!! Effective December 15, 1997, our area code will change from "910" to "**336**".

C.O.D. ORDERS: C.O.D. orders will be accepted for the convenience of customers who want quick service, but do not wish to use a credit card. C.O.D. orders will be accepted ONLY by calling Customer Service, 1-910-945-9867. Customer Service is open 9 to 5 Eastern time weekdays. C.O.D. orders will NOT be accepted by MAIL, FAX, or on the 800 number order line.

You will be required to pay a fee to cover the shipping and C.O.D. fee charged by the carrier. For orders under $100.00, the C.O.D. handling and shipping charge is $10.00. For orders $100.00 or more, the charge is $15.00. When you place your order, our customer service representative will give you the total charges for the order. C.O.D. means "Cash On Delivery." **When your package arrives, you must pay the carrier in cash or money order!**

SHIPPING & HANDLING: Shipping & Handling charges must be added to each order.

SATISFACTION GUARANTEED: All of our merchandise is 100% guaranteed. If for any reason you are not satisfied, we will refund your money or send a replacement, no questions asked. Call Customer Service at 1-910-945-9867 about RETURNS, EXCHANGES or REFUNDS. Shipping or C.O.D. charges will **NOT** be refunded under any circumstances. Refunds will not be made for used merchandise or items held by the customer for more than 30 days. Video Cassette Returns may be subject to a restocking fee. To qualify for a refund, merchandise must be returned in the same condition it was received with packing slip within 30 days. Postage due packages will not be accepted. Send returns via **US MAIL** to Customer Service, PO Box 777, Lewisville, NC 27023.

MAIL ORDERS: **IFPO Order Dept.** P.O. Box **777**, Lewisville NC **27023**-0777 USA

ORDER FORM ORDER TOLL FREE 24 hours 7 days **1-800-654-9557**

complete IFPO Programs and Catalog
www.aipress.com or www.ifpo.net

At Last! Credentials for your -studio -home -on-location -ANY business

New CUSTOM CREDENTIALS program created to fill long-requested need by members. It's easy. Go straight to the order form on the right or read the Q & A below for suggestions.

Who needs custom business credentials?

- Anyone who may be employed to come in contact with the public, but is not furnished identification by the employer.
- Studios who employ several photographers with a range of specialties, John Brown, Chief News Photographer; Dave Day, Wedding Specialist etc.
- Anyone starting a business needs to establish a professional environment to build the confidence of clients.

When and where are custom credentials used?

- Anytime photographers are working with clients or in the public eye, your credentials will make a difference.
- Sports or News photographers who may be stringers for small newspapers or publications will find that credentials make a difference on the field.
- The Weekend Wedding Photographer needs to be recognized when he arrives at the rehearsal or church with his camera equipment. Properly identified by name and the name of his business adds just the right touch of professionalism and credibility ... not to mention the advertising benefit.
- Associates or Assistants need proper identification displaying the name of their business and their title. Example: Weekend Weddings Inc., Arnold Smith, Associate Photographer.
- Your helpers who are not carrying cameras! Artists, writers who may not otherwise be recognized in their official role.

Does it have to be a photography business?

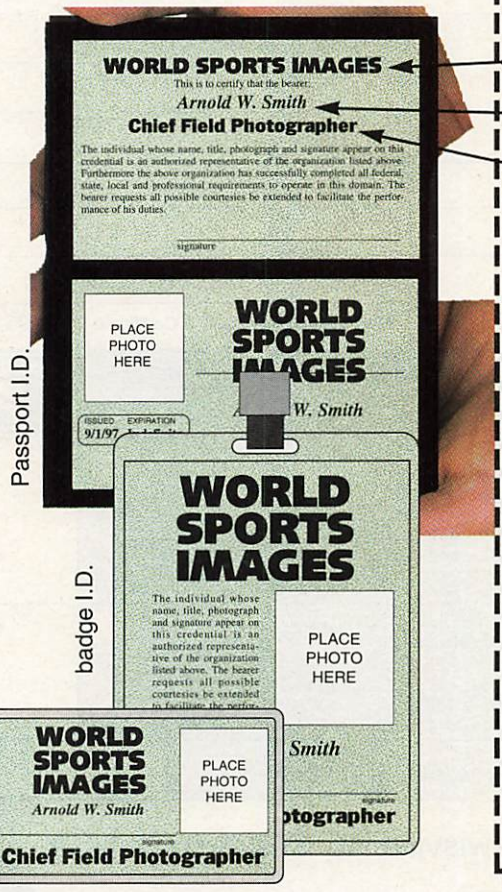
No. Many IFPO have multiple careers, interests and outlets for thier talents. Any IFPO member may apply for Customized Business Credentials for companies such as computer design, auto service, landscaping or other. Example: George's Auto Repair, George Fix, Chief Service Analyist

What if I'm just getting started?

Business Credentials may be your most important investment. A professional appearance builds confidence with the public or clients. Selecting a business name with "bite" and publicizing it continuously is very important. For example The Portrait Studio conveys a general message. PORTRAITS Head to Toe communicates a much stronger message about a Portrait Studio that offers a broad range of services. Customized Business Credentials advertise your business for FREE. Ω

YOU GET all 3 I.D.'s:

PASSPORT Style, BADGE Style and WALLET Style. Comes ready to add your own photo and sign. Quick and easy laminating materials with instructions



CUSTOM CREDENTIALS ORDER FORM

CUSTOM CREDENTIALS are only available to IFPO members. If you are not currently a member, you may include your membership with this application. Membership dues information is on page 17.

THIS ISSUE SPECIAL
begins SEPTEMBER 15, 1998
expires midnight FEBRUARY 28, 1999

Custom Information

AFFILIATION NAME (Business, Publication, Agency, who you represent): _____

NAME Field: _____

SPECIALTY or TITLE Field: _____

Membership & Shipping Information:

5 Digit IFPO Member Number: (or include membership dues, see page 17) _____

NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE/FAX _____

signature _____
It is the unqualified responsibility of the buyer that any credentials purchased be used in a lawful manner.

#670A	CUSTOM CREDENTIALS	$39.00
*application fee waived until **Midnight, FEB 28, 1999.***		~~$39.00~~
	SHIPPING (first class mail).....	$7.00
TOTAL	PAYMENT ENCLOSED.....	$46.00

Send Check or Money order - Make Payable to: IFPO

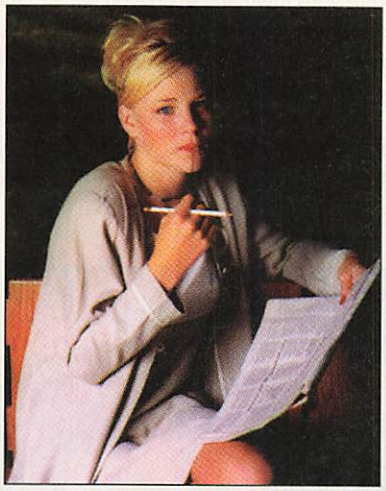
Or Use Credit Card: [ ][ ][ ][ ] [ ]
Visa/MasterCard/American Express/Optima Card # expiration date

credit cards: CALL FREE **1-800-654-9557** or fax **1-800-283-5989**
mail orders to: **IFPO Order Dept., PO Box 777, Lewisville NC 27023-0777**

Learn To Transform Your Images

Continued from page 13

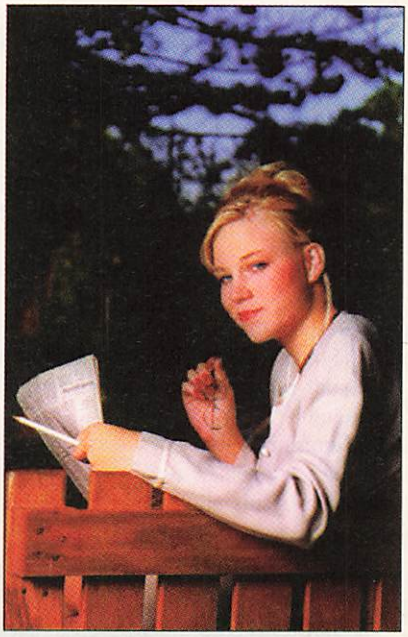
You can shoot professional model portfolios on location...



A high camera angle was used because there was a chain link fence directly behind the model. By shooting down on the subject the grass served as the background and the fence was cropped out of the picture. However, the light was a little too far to the left which created a bad shadow on the right side of the model's face. Not a good image.

KEEP THE COMPOSITION CLEAN AND SIMPLE

The center of attention in this photo is intended to be the model. The position of the model is interesting in a horizontal setting with an OK background, but there is too much dead space on either side which is distracting. Would have been much better as a close up in a vertical format. Overall not a good shot.



Model Jennifer
Photos by
Dennis Hodges IFPO

The only props used were the model's business suit, a newspaper, a pencil and a park bench. One mono light and a silver umbrella provided the lighting. A flash meter was used to take a reading, I opened up one F stop and shot the picture.

This was my favorite shot -- but the background could have been blurred more. Ω

Backgrounds Influence Sales

If you ask anyone in the real estate business what the most important thing in real estate is ---- the answer is always the same --- location, location, location!

If you ask any successful photographer the same question related to photography, the answer will frequently be backgrounds, backgrounds, backgrounds. Often the background of a photo makes the very difference between an ordinary snapshot and an image that brings in the cash.

We generally think of the Location Photographer shooting families beside a brook or prom couples beneath a bent tree in the local park. In each situation the brook or the tree are a vital part of the setting. But would these photos sell? Usually not, other than to the subjects themselves.

Models who need portfolios are natural 'on location' subjects, especially if you create a theme that allows you to come up with a variety of looks.

Shooting on location requires planning just as much or more than studio shots. Always ask yourself what it is that you want to capture the viewer's attention. If it is a product shot, you want the viewer to be drawn to the product. If you are shooting a model portfolio, you want to feature the model in a very straight forward way. Controlling the background allows you to make the model the center of attention even when shooting out of doors.

The following guidelines may be helpful:

- Check out the background first and decide how to handle it.
- Forget the fancy props.
- Keep the composition simple.
- Get rid of clutter which is distracting.
- Be extremely careful when using studio lights outside. It is hard to see where the shadows are.

There is one other rule which must be followed if you expect to to make model portfolios a permanent part of your business:

Shoot models straight on, from the left and from the right, use both low and high camera angles and always try some shots from the back.

This practice helps determine the model's best camera angle -- and it produces more images to sell. Ω

14 Ways to Rise Above the Competition

Continued from page 7

end zone so the people in the stands could see over you. This is not a problem at the Jack Kent Cooke Stadium.

There are three other very important points to remember:

- You ARE NOT ALLOWED in the end zone or the locker room areas unless your credentials specifically state that you are.
- Never, ever interfere with the players or coaches.
- Respect the position of the other photographers around you. Make sure that your position does not interfere with theirs.

In Summary

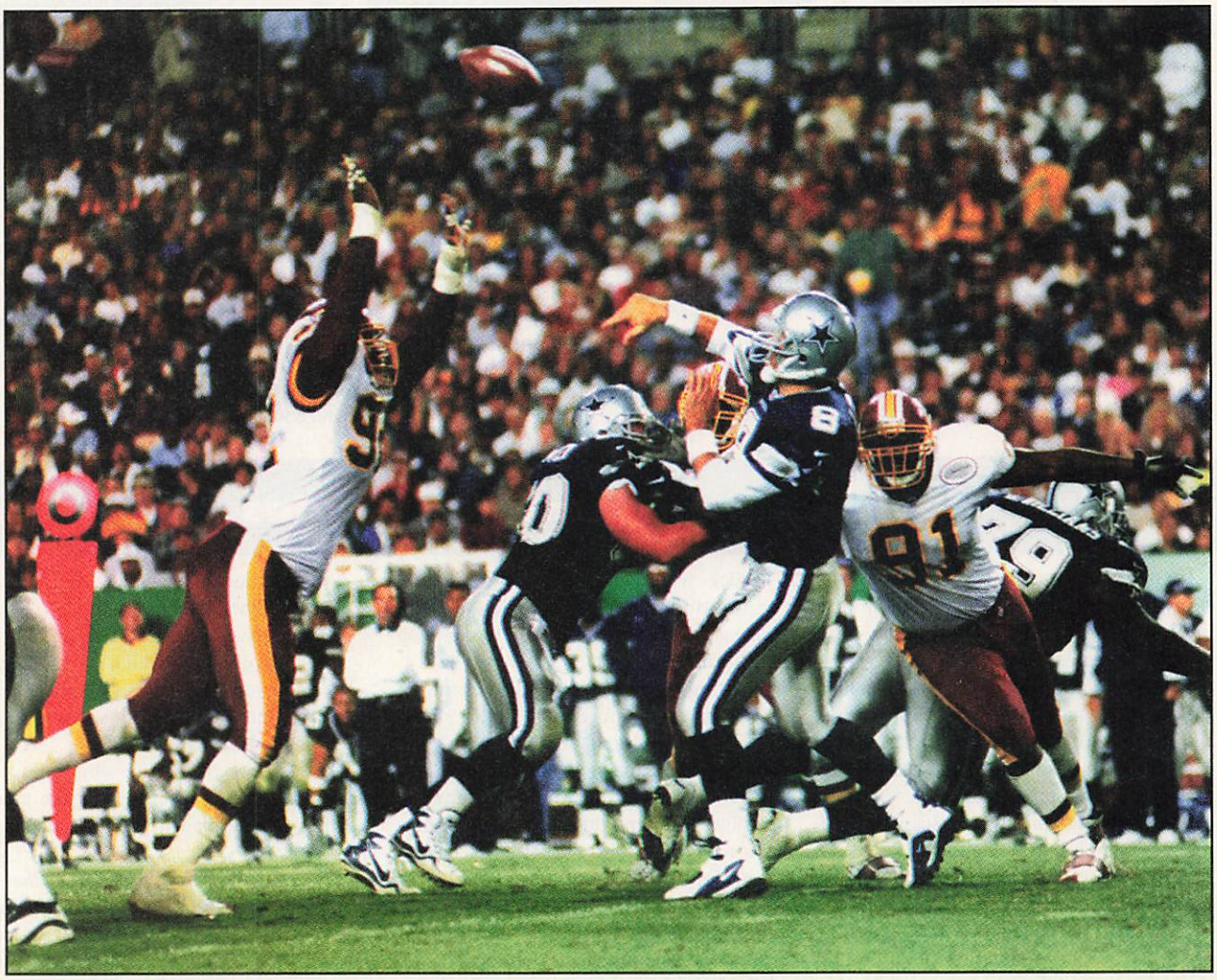
I have learned to always start early on game day. This allows time to relax and get set up. It is also a good time to 'warm up' by shooting a few frames of the players as they warm-up. Most of all an early start compensates for unforeseen traffic or parking problems.

My confidence level has increased one hundred percent. I now feel comfortable and confident shooting professional football. I believe my photographs reflect that confidence. I hardly use continuous motor drive at all these days because I am better at anticipating the precise moment of the action. I also get better shots using much less film which saves a lot of money over a season.

After each game, it is extremely important to select some of the best shots and send them, properly captioned including technical data, to the editors at *Today's Photographer Magazine*

Also send some of your best 8 x 10's to the team's contact person along with a letter of thanks for their assistance. State that you look forward to working with them in the future. By doing that, you show the contact person that you did your job and are truly grateful for his or her assistance. This enhances your professional relationship with them and gives you added opportunities to get your work and your name in front of the persons who make decisions about future games.

After all these are the most important people we have to deal with as sports photographers. They truly hold the key to all future games. Ω



PRESSURE

DALLAS QB TROY AIKMAN (8) HURRIES TO GET A PASS OFF UNDER HEAVY PRESSURE FROM REDSKINS JAMAL DUFF (92) AND CHRIS MIMS (91).

1999 WORKSHOPS

- All listed equipment requirements are the minimum required for each workshop.

MEDICAL AND FORENSIC
May 24-29 (6 Days) $1500
This course will be conducted at Husson College in Bangor, Maine in a full medical lab with real cadavers and organs. Students will live on campus.

Topics will include equipment sterilization, operating room procedure, lighting, micro specimen photography, ring flash, film custody, special equipment, operating room inventory microscopic photography , organ labeling, measuring and identification, proper hygienic protection for the photographer, court presentation and testifying, specimen handling, patient/cadaver record keeping, file index and log records.

Equipment requirements: 35mm SLR camera, micro lens 55mm-105mm, 20 rolls of chrome film, 10 rolls of color film, 5 rolls b/w film. Flash equipment for on camera use. All other flash equipment will be provided by CPACM and Husson College. Limited to 10 students. 5 merits.

ADVENTURE PHOTOGRAPHY
July 5-10 (6 Days) $1750
Five wonderful days at the Birches Resort located on Moosehead Lake. Whitewater rafting, scenic, and wildlife photography with a full day of exploration. Wonderful meals included. Topics include: equipment, film selection, safety for your gear, stock photography, where to sell your photos, pricing, outdoor clothing and equipment. Equipment Requirements: 35mm SLR camera with 50mm, 135mm, 300mm lenses, 20 rolls of chrome film, 20 rolls of color film, 20 rolls of B/W film, tripod (if available), rugged outdoor clothing with good hiking boots. Instructors: Thomas A. Foley, J. Michel Patry, and Guide Scott Anttila. 5 Merits

THE NUDE
July 13-17 (5 Days) $400
Explore the aesthetics of the human body through a historical and contemporary review of past master. Extensive photographic session with models and props. Develop your vision through the use of black & white film. Topics include: posing, composition, lighting, creative form, slide presentation, printing, toning, presentation and matting. Equipment Requirements: 35mm SLR camera, 30 rolls of B/W film, 20 sheets of archival double weight 11x14 mat board, archival protection bag, and 1 roll or linen tape. $25.00 model fee. Instructors: J. Michel Patry, Thomas A. Doyle. 5 Merits

BUSINESS AND ETHICS IN PHOTOGRAPHY
July 19-24 (5 Days) $400
Do you know how to promote your studio, spend money on advertising or approach your bank for a small business loan? What your contract should have to protect you. Do you have a solid business plan to guide your success? How much are you liable on the job site or contract work? Do you understand the Copyrights Act? What is the Privacy Act? Can you copy photos for educational instructions? These and many more topics will be reviewed in this workshop. We have found many a great photographers who were poor business persons, who are no longer photographers, because of bad business judgments or not having had the proper information. Instructors: J. Michel Patry, Jere DeWaters, Dorothea Witham. 5 Merits

For more information call 800-691-1369. Write to: IFPO/CPACM WORKSHOPS, 59 Canal Street, PO Box 921, Lewiston, ME 04243-0921.

WORKSHOPS in MAINE

REGISTRATION FORM

name
address
city, state, zip code
phone day phone fax
email

AGE
SEX
YEARS-PHOTOGRAPHY
SMOKING YES/NO
CAMERA FORMATS USED
occupation

WORKSHOP TITLES	DATES	TUITION

TUITION SUBTOTAL
REGISTRATION FEE ($25 EACH COURSE)
TOTAL
DEPOSIT ENCLOSED
BALANCE DUE

PMT ENCLOSED: check ☐ m.o. ☐ credit card ☐

Visa/MasterCard/American Express/Optima Card # expiration date

signature

Registration Fee Policy:
All workshops are on a first come first serve basis, reserve your seat early. All students wishing to enroll in a workshop must submit the Registration Form with the $25 Registration Fee for each workshop. Balances must be paid in full 30 days prior to the start of the workshop (90 days prior for outdoor workshops).

Withdrawal & Refund Policy:
Cancellations must be received no later than 30 days prior to start of class (60 days prior for outdoor workshops). Tuition fees will be refunded minus a $50 withdrawal fee ($100 for outdoor workshops) and the $25 nonrefundable Registration Fee.

Workshop Cancellation:
In the event the scheduled instructor becomes unavailable on the specific dates to run the workshop, CPACM will offer a substitute instructor, an alternate workshop or the opportunity to withdraw. Students electing withdrawal will receive a full refund of fees. Participants will be notified of changes at least 10 days prior to the workshop. Workshops in which enrollment does not exceed 8 registrants are subject to cancellation.

Liability Policy:
All Outdoor Workshop participants will have the option to purchase personal injury/loss insurance at reduced rates for the workshop period. Persons electing to waive the insurance must sign a waiver of liability responsibility. Registrations and payments are acknowledgement of the terms and conditions in this policy.

All students are responsible for furnishing their own cameras, film, batteries and accessories to complete the workshops.

signature, I have read and agree to the above terms.

TO REGISTER:
BY PHONE: **1-800-654-9557** *(credit card only)*
BY FAX: **1-800-283-5989** *(credit card only)*
ON-LINE: *(credit card only)*
http://www.**aipress.com**/register.html
or MAIL TO:
IFPO/CPACM Workshops
PO Box 777 Lewisville NC 27023-0777

Need Accommodation Help?

☐ **YES!** Please mail your Lewiston, Maine accommodation information kit to the above address.

The Crosby

The Nations Oldest Celebrity Golf Tournament

Nolan Richardson, Coach of the Arkansas Razorbacks Basketball Team plays for charity.

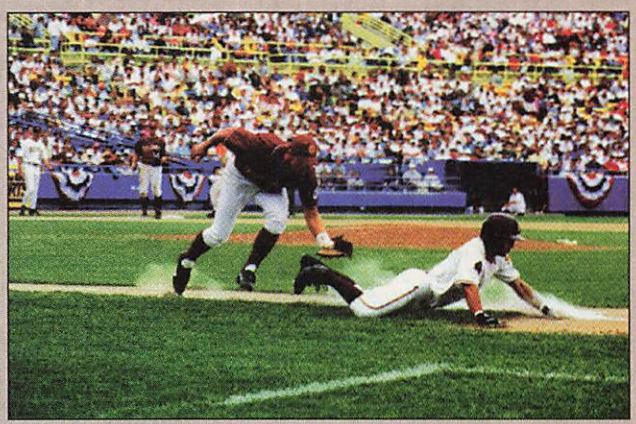
Hall of Fame Baseball Player Yogi Berra takes time to be interviewed by a young student.

The 57th Playing of The 1998 Crosby At Bermuda Run, North Carolina Attracted Dozens of Celebrity Golfers To Play for charities nationwide. More than 15 Million Dollars has been distributed to 650 charities including the American Red Cross, Hospice, Habitat for Humanity, The United Way and others. Bing Crosby started the tournament in 1937 at Pebble Beach, California as a charitable gesture. Bing's widow, Kathryn and long time friend Bob Hope still serve as the tournament's honorary chairmen.

Photos by Eddie LeVan, IFPO Press Photographer

Baseball: 1998 College World Series

Up To Bat in Omaha
USC Second Baseman Wes Rachels



You're Out
USC Pitcher Jack Krawczyk Tags
ASU Short Stop Mike Collins in the 8th

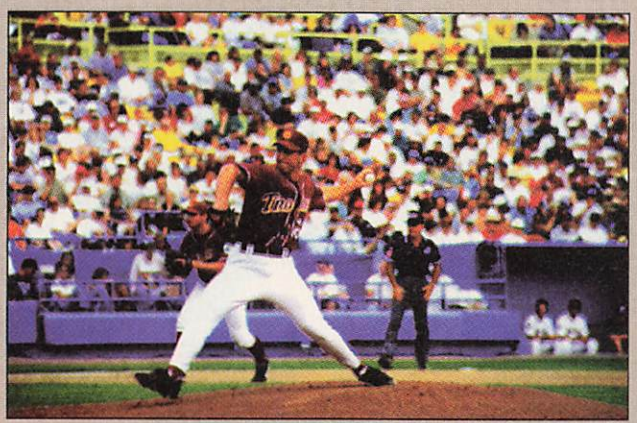
1998 Miss Universe Pageant

Honolulu, Hawaii

Photos by IFPO Press Photographer Robert Giras

Miss Universe, Trinidad and Tobago's Wendy Fitzwilliam, posed on the beach the morning after capturing her crown. Miss Turkey, Asuman Krause (below right) was the winner of the Miss Congeniality Award. Miss USA, Shawnae Jebbia's smile (right) was captivating throughout the events of the pageant.

University Southern California vs Arizona State University



The Smell of Victory
USC Pitcher Jason Lane

The National Champs: University of Southern California
USC Head Coach Mike Gillespie and team receive the Trophy

Photos by Richard A. Propst, IFPO

PHOTO CONTEST WINNERS

APRIL WINNER

THE STRAWBERRY PATCH.
©1998 FRANK RANDOLPH, JUNCTION, TEXAX.

APRIL HONORABLE MENTION

ICE AND SNOW ©1998 JOHN R. HENSLEY, YAKIMA, WASHINGTON

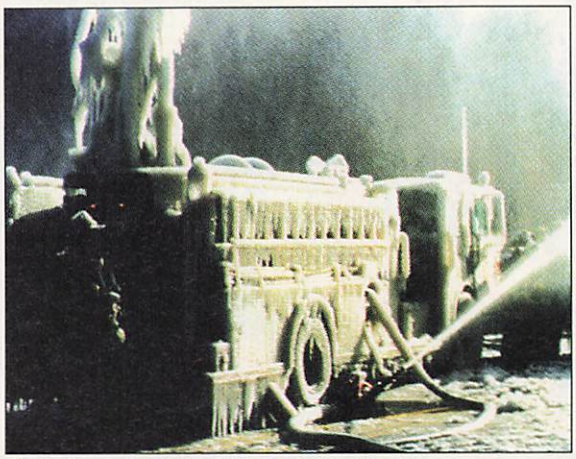
COOL STUFF

APRIL CONTEST THEME

APRIL HONORABLE MENTION

ICY REFLECTIONS. ©1998 FRANK RANDOLPH, JUNCTION, TEXAX.

APRIL HONORABLE MENTION



TRUCKCICLE. ©1998 ADAM ALBERTI, KENVIL,NJ.

APRIL HONORABLE MENTION

UNTITLED. ©1998 PABLO EXPARZA, LANCASTER,TEXAX.

More Winners page 62 and 63.

$1000 CASH PRIZES* HOW TO ENTER

Entries must be postmarked by the last day of each contest month.
Late entries will be judged in the following month.

MONTH	CONTEST THEME	MONTH	CONTEST THEME
Jan. 1998	**ALL THEMES**	Jan. 1999	**PETS**
Feb. 1998	**TRAVEL**	Feb. 1999	**MAN-MADE**
Mar. 1998	**El Niño Pictures 1**	Mar. 1999	**ANIMALS**
Apr. 1998	**COOL STUFF**	Apr. 1999	**WINTER**
May 1998	**WATER**	May. 1999	**LAND & SKY**
Jun. 1998	**FAMILY**	Jun. 1999	**EFFECTS**
Jul. 1998	**SPRING**	Jul. 1999	**PEOPLE**
Aug. 1998	**FRIENDS**	Aug. 1999	**FAST THINGS**
Sep. 1998	**EVENTS**	Sep. 1999	**HOLIDAYS**
Oct. 1998	**El Niño Pictures 2**	Oct. 1999	**EMPTY & FULL**
Nov. 1998	**BRIDGES, BARNS**	Nov. 1999	**BACKYARD**
Dec. 1998	**SPORTS**	Dec. 1999	**MILLENNIUM**

CONTEST RULES:

1. **$4 ENTRY FEE** for **EACH** photo entered must be included.
2. **ENTRY FORM** (or the same information) must accompany each entry.
3. **PRINTS or SLIDES**: (color or B/W) not larger than 8.5 x 11 inches. Do not submit original negatives Please title, caption and give technical data if possible.
4. **INCLUDE RETURN** photo mailer with correct postage if you want your entries returned.

MONTHLY WINNERS
will be judged for content and quality by a panel of Today's Photographer editors and art directors. All decisions will be final. Monthly winners are eligible for the Grand Prize.

GRAND PRIZE WINNERS
for the 1997 Contest will be announced on March 15, 1998 and will be published in Today's Photographer. The 1998 Contest winners will be announced March 15, 1999. Monthly winners will be announced in each issue of Today's Photographer during the year.

ENTRIES FOR the 1997 Contest must be postmarked no later than 12/31/97. Entries for the 1998 contest must be postmarked by 12/31/98.

Returns: Pictures should be accompanied by a stamped and addressed return mailer. OR a $5 return shipping/handling fee. Because we know your photos are important to you, every effort within reason will be made to return the photographs. However, Today's Photographer will not be responsible for any damaged or lost submissions. Entries received without a return mailer plus adequate postage OR a $5 return handling fee WILL NOT be returned.

Model releases must be included and signed if applicable.

All entries are eligible for publication in Today's Photographer

Entry Fees are non-refundable.

Photos without entry fees or return postage and packaging become will not be returned.

Winners Every Month!

*The Annual Grand Prize winner will receive $400 in cash and be published in Today's Photographer magazine. Each MONTHLY WINNER will receive $50 in cash. Winners and honorable mentions will be announced. All monthly winners and honorable mentions will become eligible to compete for the Grand Prize.

El Niño Picture Awards!

MARCH and **OCTOBER**, 1998 are reserved for "**El Niño Pictures**" (pictures that illustrate the impact of the upcoming **WEATHER EVENT OF THE CENTURY** predicted by renowned climatologists around the world).

ALL entered pictures that, in the Editor's opinion, depict an important El Niño theme will receive an:

"El Niño Picture Award"

a handsome certificate suitable for framing to commemorate the El Niño event and the photographer and picture receiving the award. El Niño picture entries will also be eligible for the regular monthly awards and the Grand Prize Award.

CONTEST ENTRY FORM

Name, member# _____
Address _____
City/State/Zip _____
Phone or fax _____
ENTRY MONTH: _____ **ENTRY THEME** _____
Title (opt): _____
Technical info (opt): _____

The photographs submitted are my own, and I hereby give permission to Today's Photographer to reproduce them. I agree that Today's Photographer bears no responsibility for entries without the service fee or return mailer with postage. Model releases must be included where applicable.

❑ **$4 ENTRY FEE** ENCLOSED for EACH PHOTO! Please enter them in the regular MONTHLY CONTEST AWARDS ONLY!

❑ **PLEASE CONSIDER THIS PICTURE FOR THE El Niño Picture Awards described in the rules.**

❑ Check/M.O./Cash, ❑ Card# _____ exp date _____

signature _____

MAIL PHOTOS TO: CONTEST & El Niño AWARDS
PO Box 777
Lewisville NC 27023-0777

please copy as many of these forms as you need

CONTEST ENTRY FORM

Name, member# _____
Address _____
City/State/Zip _____
Phone or fax _____
ENTRY MONTH: _____ **ENTRY THEME** _____
Title (opt): _____
Technical info (opt): _____

The photographs submitted are my own, and I hereby give permission to Today's Photographer to reproduce them. I agree that Today's Photographer bears no responsibility for entries without the service fee or return mailer with postage. Model releases must be included where applicable.

❑ **$4 ENTRY FEE** ENCLOSED for EACH PHOTO! Please enter them in the regular MONTHLY CONTEST AWARDS ONLY!

❑ **PLEASE CONSIDER THIS PICTURE FOR THE El Niño Picture Awards described in the rules.**

❑ Check/M.O./Cash, ❑ Card# _____ exp date _____

signature _____

MAIL PHOTOS TO: CONTEST & El Niño AWARDS
PO Box 777
Lewisville NC 27023-0777

please copy as many of these forms as you need

CONTEST ENTRY FORM

Name, member# _____
Address _____
City/State/Zip _____
Phone or fax _____
ENTRY MONTH: _____ **ENTRY THEME** _____
Title (opt): _____
Technical info (opt): _____

The photographs submitted are my own, and I hereby give permission to Today's Photographer to reproduce them. I agree that Today's Photographer bears no responsibility for entries without the service fee or return mailer with postage. Model releases must be included where applicable.

❑ **$4 ENTRY FEE** ENCLOSED for EACH PHOTO! Please enter them in the regular MONTHLY CONTEST AWARDS ONLY!

❑ **PLEASE CONSIDER THIS PICTURE FOR THE El Niño Picture Awards described in the rules.**

❑ Check/M.O./Cash, ❑ Card# _____ exp date _____

signature _____

MAIL PHOTOS TO: CONTEST & El Niño AWARDS
PO Box 777
Lewisville NC 27023-0777

please copy as many of these forms as you need

CLASSIFIED ADVERTISING

ADDITIONAL INCOME

MAKE MONEY PHOTOGRAPHING WEDDINGS ON WEEKENDS. FREE BROCHURE FROM F&P PUBLISHING, 143 S. ALARCON ST. PRESCOTT, AZ 86303 OR VISIT OUR WEBSITE:
www.galaxymall.com/retail/wedding

BOOKS WANTED

Book Wanted: "UNDER CANVAS" by Henry Scott Tuke, i.e. Photographic Reproductions of his Work. J. Madigan, P.O. Box 2508, Santa Rosa, CA 95405.

BUSINESS OPPORTUNITIES

GET PAID $268.20 Roll Taking Easy Snapshots At Home! Film Supplied. Phototek, Box 3706-P7, Idyllwild, CA 92549. 909-659-9757 Ext. 850.

MAKE EASY MONEY everywhere you go! Shoot photos for our custom souvenir magnets. For Information send SASE: REMAGNETS, Box 835/TS, Marshall, CA 94940.

SHOOT FOR PROFIT! Make Thousands $$$ just by Photographing Houses. Free Details. Write: Batax, 2051 Wheeler Lane, Jacksonville, FL 32259.

TAKE PICTURES for profit. Try our unique methods. Worldwide opportunity. Free information. Write: Camera Ventures, P.O. Box 771-AA, Lamar CO 81052-0771. FAX (719)336-4919.

COLOR PHOTOS/SLIDES

COEDS, YOUNG AND EROTIC, pose for you. From Lingerie to Nude. A must see. Catalog, 4x6 samples $5. Send Cash or Money Order to Tina, P.O. Box 94231, Las Vegas, NV 89193-4231

First Time Models, Photos and Videos. Innocent Sneaky Peeks to Nudes, Catalog and Samples $3.00. A&E, P.O. Box 15858, Colorado Springs, CO 80935.

The Beauty of Daytona Beach. Glamour, Lingerie and Nudes. Sample Photos and Catalog send $6.00 to K & D Enterprises, 928 N. Oleander Ave., Daytona Beach, FL 32118.

EXTRA MONEY

PHOTOGRAPHERS - VIDEOGRAPHERS
Extra Money "18" New Secrets Revealed in "HOW TO" Manual. (313) 822-5127. SASE.
Website:
www.adpages.com/cycloweb.

FILM PROMOTION

KODAK FILM PROMOTION - Receive 100 rolls of Kodak 35mm color film (A $350 Value) - only $10.00 ppd! Satisfaction guaranteed! United Marketing, 6905 Drexel Dr., Austin, TX 78723.

GLAMOUR PHOTO SETS

EROTIC SENSUOUS LADIES
Satisfy your fantasy. Bikini to nude close-up spread. Brochure/8 samples $5.00 "refundable". Age statement required.
Big J Productions
P.O. Box 35849
Houston, TX 77235-5849

GREETING CARDS

Alaska greeting cards, books bookmarkers, photo magnets, post cards. Send $5.00 for catalog to: Winter Ravon Photo's, P.O. Box 1633, Seward, AK, 99664-1633.

HELP WANTED

EARN MONEY Reading Books! $30,000/yr income potential. Details. (1) 800-513-4343 Ext. Y-1168.

INVESTIGATORS NEEDED

Put your photography skills to work. Earn extra income, training available, Home Study, Diploma, State sponsorship Florida residences, Fax resume (813) 393-8173. Eye-Sight Investigations, 309 James Ave, Seminole, FL 33772.

Classified AD Order Form

http://www.aipress.com/tpmag.html

Place your ad in TP Classifieds for only $2.00 per word ($40.00 min.). Address, City, State, Zip count as 5 words. Phone# is one word. EMAIL or URL Address is one word. First 2 words in ALL CAPS bold. Each additional bold word $1.

Please run my AD in [ ] **issues.** **Amount Enclosed:** $ [ ] **HEADING:** _____
TP WELCOMES HEADING SUGGESTIONS if existing headings don't fit your AD!

AD COPY:

WORD ADS are alphabetized by AD TEXT within each HEADING. therefore changing your AD COPY can change your AD POSITION

use extra paper if more space is needed

IFPO I.D. # (if a member) _____
contact name _____
advertiser name _____
address _____
city/state/zip _____
phone/fax _____

ENCLOSE CHECK, MONEY ORDER, OR PAY BY CREDIT CARD

[ ] [ ] [ ] [ ] [ ]
Visa/MasterCard/American Express/Optima Card# expiration date

Credit Cards FAX 1-800-283-5989 or MAIL to:
TP Classifieds, PO Box 777, Lewisville, NC 27023

MAIL ORDER

"O'SEXXX T'SHIRTS!" PERSUASIVE, SUBLIMINAL & "EXTREMELY" FUNNY! "MUST" SEE!! ALSO; "NEW" RELATIONSHIP BOOK "UNLOCKS" SUCCESS "SECRETS" -FOR "EVERYONE!" "FREE" INFORMATION!! www.reach-the-world.com/Love

MONEY MAKING OPPORTUNITY

NOT A CHAIN LETTER
Just How to Get One Million People to Send You $2: Learn my easy method plus receive PROOF this methood really works. Send $3 and a LSASE to K. Brinegar, P.O. Box 41, Lewisville, NC 27023.

ORGANIZATIONS

LIKE GLAMOUR PHOTOGRAPHY? Join the International Glamour Photographers Association! Increase your skills, enjoyment, and income through our programs and publications. Year: $24.95. Info free. IGPA, POB 123, Piedmont, MO 63957.

ADVERTISER INDEX

advertiser	page# or classified heading
A & E	COLOR PHOTOS/SLIDES
Air Courier Association	DISPLAY AD, page 58
Am. College of Journalism, Inc.	DISPLAY AD, page 58
Anastasia	PERSONALS
Ashton, Jones, Burwell & Assoc.	HELP WANTED
Batax Museum Publishing	BUSINESS OPPORTUNITIES
Big J Productions	GLAMOUR PHOTO SETS
Camera Ventures	BUSINESS OPPORTUNITIES
CM International	PERSONALS
CRT	VIDEOS - GLAMOUR
Cyclotron Video $ Photo Prod.	EXTRA MONEY
Dale Laboratories	DISPLAY AD, page 57
Devaney Stock Photos, Inc.	STOCK PHOTOGRAPHY
European Connections	DISPLAY AD, page 60
Eye-Sight Investigations	INVESTIGATORS NEEDED
F&P Publishing Co.	ADDITIONAL INCOME
F.Pomz	VIDEOS - GLAMOUR
Far Horizons	PEN PALS
International Courtships	PERSONALS
Intl. Glamour Photographers Assoc.	ORGANIZATIONS
Iverson Slide Labels	PHOTO SERVICES
K & D Enterprises	COLOR PHOTOS/SLIDES
Lighthouse Digest	PHOTO CONTESTS
Midwest Models, Ltd.	VIDEOS - GLAMOUR
MODEL LOOK	PHOTOGRAPHERS WANTED
Mr. Francis	MAIL ORDER
Nat-Fam	VIDEOS - AMATEUR
Nat-Fam	VIDEOS - NATURIST
Ness Studios	DISPLAY AD, page 59
One Million	MONEY MAKING OPPORTUNITY
Pacific Century	PERSONALS
Pacific Island Connection	DISPLAY AD, page 60
Phototek	BUSINESS OPPORTUNITIES
Quick Stop Photo	PHOTO PROCESSING
Rainbow Ridge Advertising	PERSONALS
Reflections	BUSINESS OPPORTUNITIES
Reflections	PHOTOGRAPHERS WANTED
Research 300	DISPLAY AD, page 57
SBP	VIDEOS - GLAMOUR
SFV	VIDEOS - GLAMOUR
SFV	VIDEOS - GLAMOUR
STO-FEN Products	DISPLAY AD, page 59
Superior Rubber Stamp & Seal, Inc.	DISPLAY AD, page 59
Timely Books	BOOKS WANTED
Tina's Photography	COLOR PHOTOS/SLIDES
TM Publishing, Inc.	DISPLAY AD, page 58
TM Publishing, Inc.	PERSONALS
TM Publishing, Inc.	PERSONALS
Toni's	PHOTOGRAPHERS WANTED
United Marketing	FILM PROMOTION
Visions Photography	VIDEOS - GLAMOUR
Warren Booth	SEXY AMATEURS
Winter Ravon Photos	GREETING CARDS

PEN PALS

Photo catalogue. Beautiful young ladies from Philippines. $5.00 for catalog, postage and handling. Far Horizons, P.O. Box 8188, Asheville NC 28814-8188.

PERSONALS

BEAUTIFUL EXCITING CHINESE WOMEN seeking correspondence, friendship and romance- Free Details. CM International - 201-858-8738 - www.chenmedia.com.

Home phone #s of girls in your area
1-900-420-BABE (2223) ext. 4053
alk live 1-900-993-1969 ext. 412 99/min.

INTERNATIONAL COURTSHIPS! Meet Ladies Worldwide. USA, Latinas, Asians, Russians. Free Brochures! Singles Worldwide Network; Box 10748; Houston, Texas 77206-0748. (281) 440-2770.

JAPANESE WOMEN
seek friendship and marriage!
Visit our Web site for details and hundreds of photos!
www.pacificcentury.com/al/

MEET WOMEN WORLDWIDE FOR LOVE AND MARRIAGE!
World's #1 Correspondence Service Since 1974. Complimentary 32pg Photo Magazine.
Cherry Blossoms
Box 190-IP
Kapaau, HI 96755
www.blossoms.com/ad66.html
cherry@blossoms.com
(800) 322-3267 x 66

RUSSIAN LADIES
Seek Love, Romance.
FREE 40-page Catalog.
Live Videos, Exciting Moscow Tours.
Anastasia, P.O. Box 906-TP
Winchester KY 40392-0906
1-888-428-9178 (24 HRS)
www.russianbride.com

Talk to a models:
1-900-993-0469 ext.445 $2.99/min.
party line 1-617-378-1926

PHOTO CONTESTS

PHOTO CONTEST- Win $200.00 or more for your lighthouse photo- any style- no slides or negatives- winning photo may appear on cover of Lighthouse Digest or Lighthouse Depot- Photos remain our property and can not be returned. Contest ends 11-15-98. Send to Lighthouse Photo Contest, Lighthouse Digest, P.O. Box 1690, Wells, ME 04090.

PHOTO PROCESSING

CONFIDENTIAL, DISCRETE processing of adult subjects. 35mm, 120/220. SASE to Q.S. Photo, 1059 South Main St., Cheshire, CT 06410 or fax to 1-800-33PHOTO for information.

PHOTO SERVICES

BE PROFESSIONAL! LABEL YOUR 35mm Slides with custom labels. FREE SAMPLES / INFO, SEND SASE: IVERSON PHOTOGRAPHICS, 31 Boss Avenue Dept. TPM, Portsmouth, NH 03801.

GET LEGAL FAST! DRIVER'S LICENSE SUSPENDED?
TWO SIMPLE STEPS!
LEARN HOW YOU CAN GET A LEGAL DRIVER'S LICENSE FAST AND EASY. NEW AND UNIQUE METHOD WORKS EVERYTIME REGARDLESS OF YOUR PAST RECORD. 100% GUARANTEED.
FOR SOME VERY REVEALING INFORMATION!
SEND $3.00
QUALITY RESEARCH DEPT. P02
P.O.BOX 192, LINCOLN PARK, MICHIGAN 48146

CLASSIFIED RATES

WORD ADS:
$2.00 per word (20 word or $40 minimum)

DISPLAY ADS
(inside the classified section): $90 per column inch

DISPLAY ADS
(outside the classified section): call 910-945-9867 or fax 910-945-3711 and ask for a RATE CARD.

FREE 35mm FILM... Forever

Top-Quality Professional Film!

- Sharp, true-to-life color
- Choose prints...or slides ...or both from the same roll
- Get *free* film replacement when you use our low cost processing

❑ **YES!** Please send my first two **free** 24 exposure rolls (ISO 100 & 400.) I'll mail you a roll to try your processing in the next few months. TP 09/98

Name _____

Address _____ Apt _____

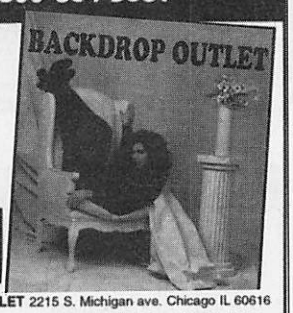
City _____ State ____ ZIP _____

DALE LABORATORIES
2960 SIMMS STREET
HOLLYWOOD, FL 33020-1579

Limit: 2 free rolls per household, please. Does not include developing. Process CNK-4/ECP-2 is available at Dale Laboratories with limited availability at other labs.

New 1998 Catalog
1-800-684-5869

Canvas
Muslin
Props
Stands
Stools
Books
Sets
Sheers



LOW PRICES
11'X12'-$89.00
11'X21'-$129.00

BACKDROP OUTLET 2215 S. Michigan ave. Chicago IL 60616
e-mail- backdrop@juno.com 312-842-6550 Fax-312-842-6546

$2000 per Week
Shoot photos for us. Make $319.90 per roll.
Film Supplied. Free Info:
Photocorp®
2095 Exeter Rd., Suite 80-I
Germantown, TN 38138

TALK TO A MODEL
1-900 993-0469 Ext. 409
$2.99/MIN 18+
MIDWEST PLAYMATES
1-268-404-6963
Int'l LD Rates 18+

Europe $235 Asia $370 r/t
COURIER
AIR COURIER ASSOCIATION.
Denver, Colorado
Fly as an international courier. It's the cheapest way to fly to Europe, Asia, Pacific Rim, Central/So. America. Over 1000 r/t flights weekly.
Free info kit 1-800-822-0888
303-215-9000 http://www.aircourier.org

TRAVEL FOR PROFIT
The 'Freelance Travel Writer's & Photographer's Course'. Study from home by Correspondence. The last of the great escapes! A new career or a profitable sideline. Free prospectus. American College of Journalism, Inc. Call Toll-free 24 hours 1-800-225-6888.

PRINTS from SLIDES
Custom hand-printed from slides or transparencies

3x5	$.70	8x10	$3.95
4x6	$.90	8x12	$4.95
5x7	$1.95	11x14	$9.00

MAIL ORDERS ONLY
- Minimum order: $20.00
- Shipping: $4.50 certified priority mail
- Indicate cropping on slide or sleeve
- 10% discount on $100.00 or more
- Prepay with check or M.O.
- Call for prices on larger sizes

UCL Photo since 1976
812 S. LaBrea Ave., Los Angeles, CA 90036
800-933-2977
Many professional photographers & custom labs nationwide use our superb type "R" services

PHOTOGRAPHERS WANTED

500+ models available for your assignments! shoot models and make $421.23 part-time. Free info and color brochure. SASE to: Model Look, POB 1002-TP, Charleston, IL 61920 (217) 345-9555.

START A SATELLITE AGENCY, BRINGS YOU PORTFOLIO WORK. SEND $8.00 FOR STARTER PACKET TO: TONI'S PO Box 78727, St Louis MO 63178.

WE BUY OUTDOOR PHOTOS. All subjects needed, Particularly tourist attractions, scenics, nature, animals, cities, more. Send SASE: Reflections, Box 835/TP, Marshall CA 94940.

SEXY AMATEURS

Lingerie to nude. Samples $5.00 Photo sets $10.00. Write Warren, P.O. Box 491 Glen Burnie MD 21061.

STOCK PHOTOGRAPHY

STOCK PHOTOGRAPHY LIBRARY consisting of 250,000 original color transparencies from over 400 photographers. Twenty five percent owned, model released all subject library. Call 516-673-4477 or fax 516-673-4440.

VIDEOS - AMATEUR

IMPORTED NUDIST videos. Family skinnydipping, teen beauty pageants. Previews video $39.95. Color catalog $3. Nat-Fam(IP), box 838, Venice, CA 90294.

VIDEOS - GLAMOUR

"MISS TEEN TEENIE BIKINIE"!! Lovely Lolitas, Bikinis, Lingerie, Less: Rio, Rivera, Islands, More, Miss Nude Teenager. $3 SBP, 20533 Biscayne Blvd #341, Miami FLA. 33180.

"Young Beauties of Old Mexico" Vol. 1 thru 6- $20 each, Unique 1 hour videos. INFO $1. SFV, POB 1743, Odessa, TX 79760.

BEAUTIFUL SHOWGIRLS at Wide Open Nudist Ranch, PUBLIC FLASHING at Fantasy Fest, Midwest Girls in explicit Solo-Action. VHS Hi-8, S-VHS. Brochure $2.00. Color Brochure $5.00, Adults Only. State Age. Midwest Models,Ltd. P.O.Box 10826 Merrillville, IN 46411.

FOREIGN CUTIES, PHOTO SESSIONS, Nudist Videos, candid footage, playful youth, teen modeling. Listings $3.00. CRT(TP), 1348 Washington Av #178 Miami Beach, FL 33139.

MISS TEENIE BIKINIE, Fort Lauderdale. All Strictly Amateurs. 18 & 19 years old. First Time Ever Posing. Professional Quality 4 X 6 Matte Samples & Brochure. String, Thong, Lingerie & Less! $5.00 U.S. No Checks. Visions Unlimited, PO Box 1188, Clyde NC 28721-1188 (Certify Age)

UNCENSORED NUDIST VIDEOS! Adult Videos, CD-ROMS, 3-D Videos, more! FREE catalog! FPTP, Box 191 Station H, Montreal, CANADA H3G 2K7.

YOUNG BEAUTIES OF OLD MEXICO- Vol.1- $15. Info $1. SFV, PO Box 1743, Odessa TX 79760.

VIDEOS - NATURIST

NUDIST FAMILIES at home. Intimate visit into daily life of parents/offspring. Vols. 1 thru 3 $50 each. 1998 releases sampler $20. Foto catalog $3. Natuurlijk, Box 5278(T), Santa Monica CA 90409.

BUSINESS OPPORTUNITIES

GET PAID $268.20 Roll Taking Easy Snapshots At Home! Film Supplied. Phototek, Box 3706-P7, Idyllwild, CA 92549. 909-659-9757 Ext. 850.

MAKE EASY MONEY everywhere you go! Shoot photos for our custom souvenir magnets. For Information send SASE: REMAGNETS, Box 835/TS, Marshall, CA 94940.

SHOOT FOR PROFIT! Make Thousands $$$ just by Photographing Houses. Free Details. Write: Batax, 2051 Wheeler Lane, Jacksonville, FL 32259.

TAKE PICTURES for profit. Try our unique methods. Worldwide opportunity. Free information. Write: Camera Ventures, P.O. Box 771-AA, Lamar CO 81052-0771. FAX (719)336-4919.

FREE 35mm FILM... Forever

Top-Quality Professional Film!

- Sharp, true-to-life color
- Choose prints...or slides ...or both from the same roll
- Get *free* film replacement when you use our low cost processing

❑ **YES!** Please send my first two **free** 24 exposure rolls (ISO 100 & 400.) I'll mail you a roll to try your processing in the next few months. TP 09/98

Name _____

Address _____ Apt ____

City _____ State ____ ZIP ____

DALE LABORATORIES
2960 SIMMS STREET
HOLLYWOOD, FL 33020-1579

Limit: 2 free rolls per household, please. Does not include developing. Process CNK-4/ECP-2 is available at Dale Laboratories with limited availability at other labs.

CLASSIFIED RATES

WORD ADS:
$2.00 per word (20 word or $40 minimum)

DISPLAY ADS
(inside the classified section): $90 per column inch

DISPLAY ADS
(outside the classified section):
call
336-945-9867
or fax
336-945-3711
and ask for a RATE CARD.

SELL PROFESSIONAL OIL PORTRAITS ON CANVAS HAND PAINTED FROM ANY PHOTO--FREE FRAME! We do the work...You collect commissions. Send $5.00 (refundable) for brochure. 15 Sample Prints and selling aids agent kit to: **Ness Studios, Dept. T-10,** 83 Scarcliff Dr., Malverne, NY 11565. Our 30th Year.

PROTECT YOUR PHOTOS

WITH AN ENCORE

©opyright STAMP

Made With Your Custom Wording

Stamp Your Photos

INK DRIES IN

15 SECONDS

Call, FAX or Send For Brochure

Developed By *Superior*

SATISFACTION GUARANTEED

RUBBER STAMP & SEAL, Inc.
PO Box 2258 • Wichita, KS 67201
(316)682-5511 or FAX 1-800-242-9312

OMNI-BOUNCE

Used by Professionals around the world, to achieve soft natural lighting with most of the popular brand flash units. Ideal for wide angle shots, macro work, portraits and news coverage. Custom mounting with no Velcro required. Specify your strobe when ordering.

Only: $19.95 + $2.00 shipping. Visa & Mastercard

STO-FEN PRODUCTS • 800-538-0730
P.O. Box 7609, Santa Cruz, CA 95061, USA

RUSSIAN LADIES want to meet you!

FREE! COLOR PHOTO CATALOG 800-334-7077

Selected from over 80,000 applicants! Beautiful, educated, down-to-earth, sincere—seek romance & marriage!

EXCITING TOURS LIVE VIDEOS

36 successful escorted tours since 1992!

EUROPEAN CONNECTIONS & Tours Inc. 770-458-0909
Dept. 286 • P.O. Box 888851 • Atlanta, GA 30356 • www.euroladies.com

Be a DETECTIVE

Use your photography skills to earn extra income.Experience a new adventure every day. Dynamic home study course. Diploma, Badge. State approved.

FREE DETECTIVE CAREER KIT
1-800- 742-9007 Ext. 709
DETECTIVE TRAINING Box 909 • San Juan Capo, CA 92693

PHOTO Buttons

Make Them With **Badge-A-Minit**

Our Starter Kit, for only $29.95, includes a hand-held button-making press (shown here) and parts to make ten 2¼" buttons. Badge-A-Minit also offers the Badge-A-Matic 3 for making 3" buttons. Our FREE catalog features additional parts and accessories. Order today or call for a FREE catalog.

Call 1•800•223•4103

Visit us at www.badgeaminit.com

Badge-A-Minit
Dept. IPH998 P.O. Box 800, LaSalle, IL 61301

❑ Get me started! Send me a Starter Kit for only $29.95 plus $4.50 shipping (IL residents add $1.87 tax).

❑ Check/M.O. ❑ VISA ❑ MasterCard ❑ Discover

Card No. _____ Exp. Date _____

Name/Title _____

Company/Org. _____

Address _____

City _____

State _____ Zip _____

Phone ( ) _____

E-mail _____

❑ I am not ordering now, but please send me a FREE catalog.

MPW MONOCHROMATIC VIEWING FILTER

Easy to use 2x3" size filter w/ neck strap
Use to view subject "Tonal Values" for B&W photography, usaeful in "Zone System" pre-visualization.
Special $15.00 ea. w/ship. included
Midwest Photographic Workshops
28830 W. 8 MILE Rd. Farmington Hills, MI. 48336
http://www.mpw.com

Europe $235 Asia $370 r/t

COURIER AIR COURIER ASSOCIATION. Denver, Colorado

Fly as an international courier. It's the cheapest way to fly to Europe, Asia, Pacific Rim, Central/So. America. Over 1000 r/t flights weekly.

Free info kit 1-800-822-0888
303-215-9000 http://www.aircourier.org

Starfire Gallery

P.O. Box 40848
Providence, RI 02940

Catalog & samples - $5.00

* Bikini glamour sets
* Lingerie glamour sets
* Erotic nude sets
* Fine Arts nude sets
* Custom photo sets

Professional & Amateur models
Studio and exotic location sets
High quality - Guaranteed
* Prints * Slides * Posters

(*Must be 18 or older - state age)

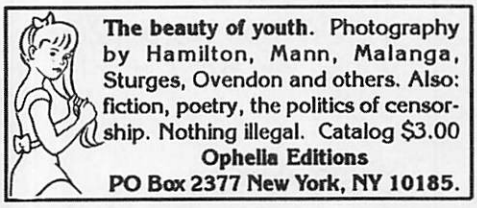
$2000 per Week
Shoot photos for us. Make $319.90 per roll.
Film Supplied. Free Info:
Photocorp®
2095 Exeter Rd., Suite 80-I
Germantown, TN 38138

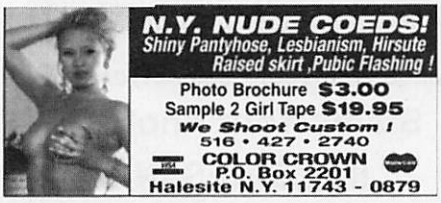
L C LABORATORIES
P. O. BOX 1456
LINDEN, NJ 07036
908 - 862 - 4986

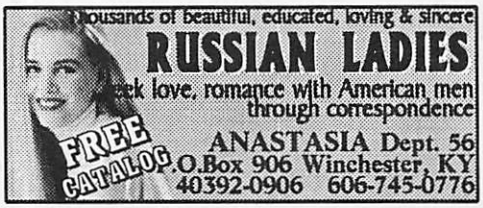
QUANTITY COLOR PRINTS FROM SAME NEGATIVE,
SLIDE, TRANSPARENCY OR ART WORK

QUANTITY	SIZE	PRICE
100	4x5	0.25 each
100	5X7	0.50 each
500	5X7	0.40 each
100	8X10	0.99 each
500	8X10	0.75 each
100	8.5x11	1.50 each
100	16X20	5.00 each
100	20X24	6.00 each

NO CHARGE FOR INTERNEGATIVES OR COPY NEGATIVES, WE PAY THE SHIPPING
ALL ORDERS MUST BE PREPAID. NJ RESIDENTS ADD 6% TAX.
ALL OTHER SIZES AND QUANTITIES UPON REQUEST.
WE GO BIG
50" X 18' DELIVERY TIME 7 - 10 WORKING DAYS.







Classified AD Order Form

http://www.aipress.com/tpmag.html

Place your ad in TP Classifieds for only $2.00 per word ($40.00 min.). Address, City, State, Zip count as 5 words. Phone# is one word. EMAIL or URL Address is one word. First 2 words in ALL CAPS bold. Each additional bold word $1.

Please run my AD in [ ] **issues.** **Amount Enclosed:** $ [ ] **HEADING:** _____

TP WELCOMES HEADING SUGGESTIONS if existing headings don't fit your AD!

AD COPY:

WORD ADS are alphabetized by AD TEXT within each HEADING. therefore changing your AD COPY can change your AD POSITION

use extra paper if more space is needed

IFPO I.D. # (if a member) _____
contact name _____
advertiser name _____
address _____
city/state/zip _____
phone/fax _____

ENCLOSE CHECK, MONEY ORDER, OR PAY BY CREDIT CARD

[ ][ ][ ][ ] [ ]
Visa/MasterCard/American Express/Optima Card# expiration date

Credit Cards FAX 1-800-283-5989 or MAIL to: TP Classifieds, PO Box 777, Lewisville, NC 27023

JOIN NOW

PRESS CLUB BENEFITS

- Newsletter
- Letters of Reference
- Photo Submission Service
- Networking Opportunities
- Assignment Referrals
- Accreditation Program
- Portfolio Evaluations
- Publicity Assistance
- Stock Photo Listings
- Contests
- Education Forum

Your Connection To Publishing and Money Making Opportunities! Your link to a network of over 100 publications that use more than 50% freelancers!

PRESS CLUB Membership Form

IFPO member number

name

(optional) business name

address

city/st/zip

phone number/FAX number

ENCLOSE CHECK, MONEY ORDER, OR PAY BY CREDIT CARD

Visa/MasterCard/American Express/Optima Card # | expiration date

By Mail: PRESS CLUB, P.O. Box 777, Lewisville, NC 27023-0777

PRESS CLUB MEMBERSHIP:	
Initiation Fee:	$70.00
Annual Dues:	$45.00
TOTAL FEE	$115.00

Credit Card Orders
CALL FREE: 1-800-654-9557
or FAX: 1-800-283-5989

YOUR PRESS CLUB QUESTIONS ANSWERED!

Q: How are the American Image Press Club and the IFPO Press Programs different?
The Press Club helps you get published, build name recognition and find buyers for your photos. The IFPO Press Program concentrates on press access through assignments for Today's Photographer Magazine for members only.

Q: Will my Press Club card get me in events?
Although the Press Club membership card may be helpful in certain situations, it is not a press credential. Press Club affiliation may occasionally result in assignments from publications which will get you into a variety of events. It is not however designed to function as a press credential.

Q: Can the Press Club get me published?
Yes. The press Club is committed to helping members get published and make money selling their photos. Through the Photo Submission Service, the Press Club assists you in properly organizing photo-article submissions, recommends changes and makes suggestions about where to submit packages. They will even submit the package for you. In addition, when contacted by publications, they will review Press Club members files and may recommend you for assignments for which you qualify.

Q: Do I need the Press Club if I'm already a member of the Press Program? Yes. If you need available outlets to sell your work, the Press Club can help. The Press Club tells you what editors are looking for, which publications buy photos, how and when to contact them and how to increase your chances of getting published.

Q: Can the Press Club help me even though I have already been published several times?
Yes. Your experience coupled with immediate access to publishers and photo buyers who use freelancers will enable you to make 5-10 submissions in the same amount of time you would normally allocate to two or three. That should increase your chances of getting published by the same ratio. Ω

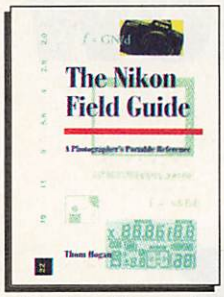
Book Reviews

Continued from page 33

The Nikon Field Guide

A photographer's Portable Reference

By Thom Hogan



The Nikon Field Guide provides quick answers to common and unusual questions regarding exposure, equipment, and shooting techniques. It is complete, compact, and designed for use in the field.

It contains tips on keeping steady, preventing static electricity marks, and shooting at night, and a host of other techniques. There's a full discussion of filters and options for reducing glare, contrast, haze, and flare.

It includes concise operation instructions for the Nikon F5, F4, N90s/F90X, N70/F70, and FM2n. There are also instruction for Speedlights SB-25, -26, -27, and -28.

You'll expand your horizons and get expert advise on attracting wildlife, shooting aerial views and using a broad range of special effects for making more creative photographs.

Plus charts and data for daylight and flash exposure, reciprocity effects, filters, close-up photography and much more.

The Nikon Field Guide: A Photographer's Portable Reference is destined to be the Nikon shooter's bible and contain all the information you will need for getting professional results. Price $19.95. Paperback 288 pages.

For more information call 212-532-7160. Ω

Concert Photography

Continued from page 27

although I have it pushed 1 stop during processing, to brighten the exposures.

Personally, women performers are my favorite subjects because they often use their eyes to communicate with the audience, which can create striking images.

As far as my accomplishments, I am a major contributor to the New England area music magazine *Hi-Fi*. I also have my own photo gallery page at the magazine's internet web site: www.spwa.com/hifi. In addition to this, I am using the *IFPO Guide to Magazine Publishers* to locate other music related magazines.

I find Concert Photography to be exciting. And freezing a moment from a live performance can yield the exciting photos that publishers are looking for.

Equipment: Nikon 6006 w/Quantaray 70-210 zoom. Minolta X700 w/70-200 zoom.

PHOTO

June Winner

Photo Contest Entry Rules

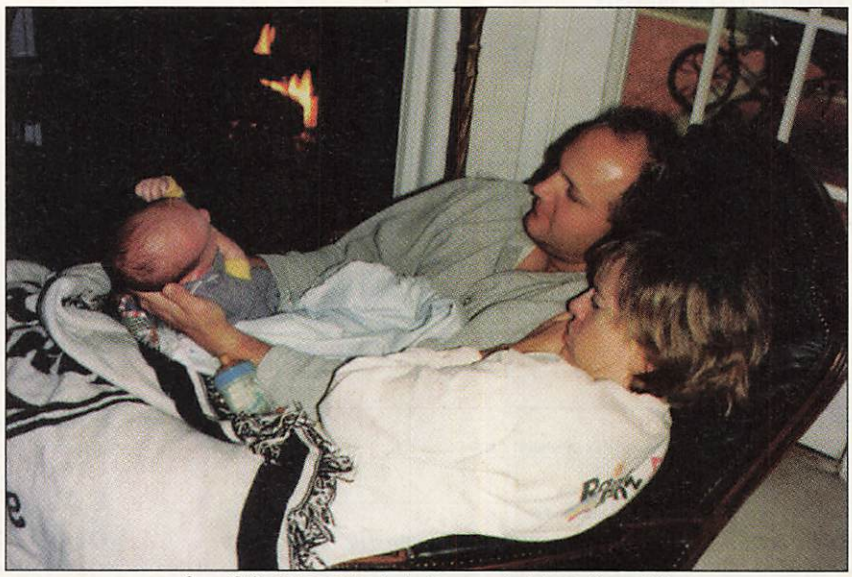
on Page 55

Harmony. Paulus Susilo Tjahjadi, Surabaya, Indonesia.
Nikon F90X, 70-210mm.

FAMILY

June Contest Theme

June Honorable Mention



Our Gift ©1998 Marjorie Daymude, Ft. Collins, CO.
Olympus Super Zoom 300 Camera, Fuji 200

Other Photo Contest Winners

April

Certificate Winners

The Rusty Wheel, Philippe Reyntjens
Denton, Texas

May

Honorable Mentions

Snow and Steam, Frank Randolph, Junction, TX.

St. John Marsh, Thomas C. Johnson, New Baltimore, MI.

Water Walking, Crispin S. Mayers, Lincoln, NE.

June

Honorable Mentions

The Wall, Janice K. Turner, Rolla, MO.

CONTEST WINNERS

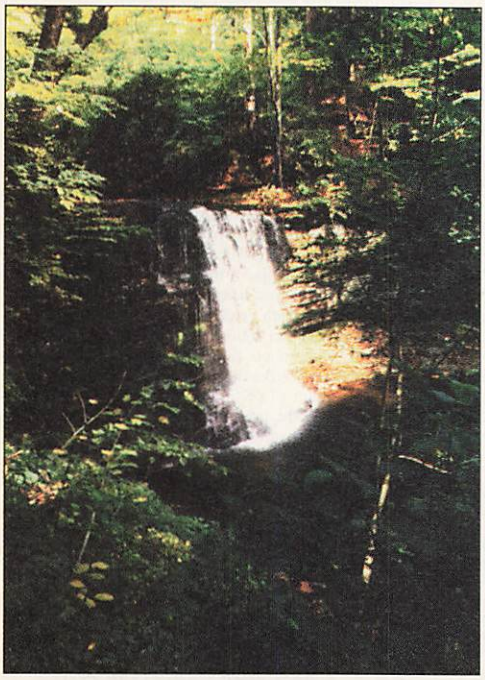
WATER

MAY CONTEST THEME

MAY WINNER

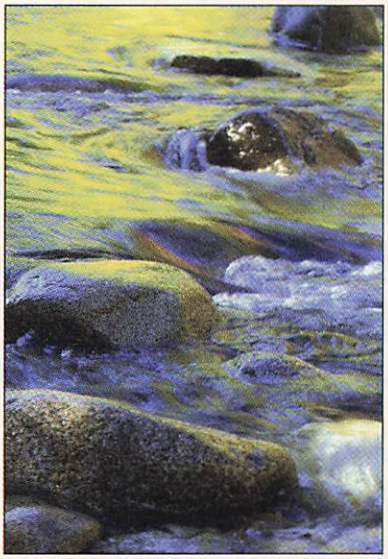
Water Crossing. ©1997 James Kemp. Baltimore, MD. Canon TLB, 300mm Lens, 1/500, F8, 100 ISO.

MAY HONORABLE MENTION



Water Fall. ©1998 Beth VanHorn, Selinsgrove, PA. Minolta Maxxum 2xi, 300mm zoom. RG.

MAY CERTIFICATE WINNER



Untitled, ©1997 Walter Pietrowicz, Bethpage, NY. Tech. Data NA

MAY HONORABLE MENTION

Beat The Heat. ©1997 G. A. Kappelmeier. Norcross, GA. Leica M-3, Hertor 135. f/5.6 1/250.

MAY HONORABLE MENTION

Arroyd Grande ©1998 Juan J. Nunez, Miami, FL Technical Data N/A..

introducing:

IFPO Member "MAX-SET"

CREDIBILITY . . . . . MAXIMUM
TRUST . . . . . MAXIMUM
CONFIDENCE . . . . . MAXIMUM
EFFECTIVENESS . . MAXIMUM

printed on the finest "geopaper" high quality credentials bond.

IFPO Credentials are proven to solve the "credibility" and "trust" problems often encountered by freelance photographers. These credentials set your subject's mind at ease and allow you to get the shots you want. Your name and member number are professionally typeset on each credential. Do-it-yourself laminating materials with easy to follow instructions are included so you can apply your photo and finish them yourself. Each set includes 1 Passport Style Credential, 1 Badge I.D. and 1 Wallet I.D. An introductory letter of certification is included to complete the package. This is the most comprehensive membership I.D. and Credential set ever offered!

MAX-SET order form (or use the order form on page 47)

IFPO Member# _____ or enclose dues (see page 17 for membership information)

name _____

address _____

city/st/zip _____

phone/FAX _____

- ❑ 701A....Member **FREELANCE** Photographer .....$39.95 ea.
- ❑ 702A....Member **SPORTS** Photographer.....$39.95 ea.
- ❑ 703A....Member **CONCERT** Photographer.....$39.95 ea.
- ❑ 704A....Member **WEDDING** Photographer.....$39.95 ea.
- ❑ 705A....Member **PORTRAIT** Photographer.....$39.95 ea.
- ❑ 706A....Member **WILDLIFE** Photographer.....$39.95 ea.
- ❑ 707A....Member **NATURE** Photographer.....$39.95 ea.
- ❑ 708A....Member **GLAMOUR** Photographer.....$39.95 ea.
- ❑ 709A....Member **MODEL** CONSULTANT.....$39.95 ea.
- ❑ 799X....Member _____ Photographer ....$39.95 ea.
  OTHER (SPECIFY)

4 LINES OF CUSTOM INFORMATION CAN BE PLACED ON YOUR **MAX-SET** CREDENTIALS:

Line 1 _____

Line 2 _____

Line 3 _____

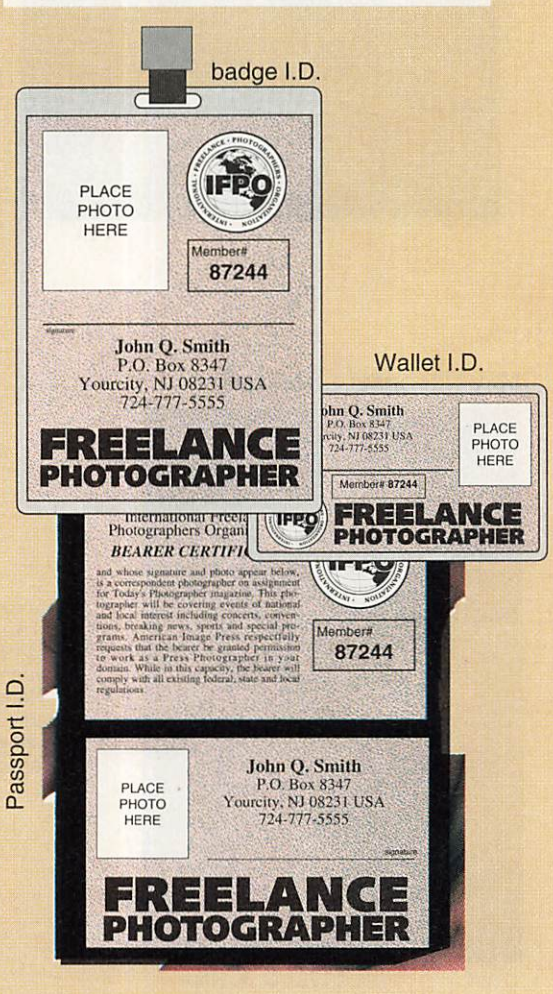
Line 4 _____

ORDER any 1 set for:. . . . . $39.95 +shipping
any 2 sets for:. . . . . $59.95 +shipping
any 3 sets for:. . . . . $69.95 +shipping
any **6 sets** for . . . . . **$99.95** +shipping
ADD USA SHIPPING. $7.00
(foreign shipping use the table on page 47)

TOTAL ENCLOSED

Use Check, Money Order, Or Credit Card: _____ Visa/MasterCard/American Express/Optima Card # _____ expiration date

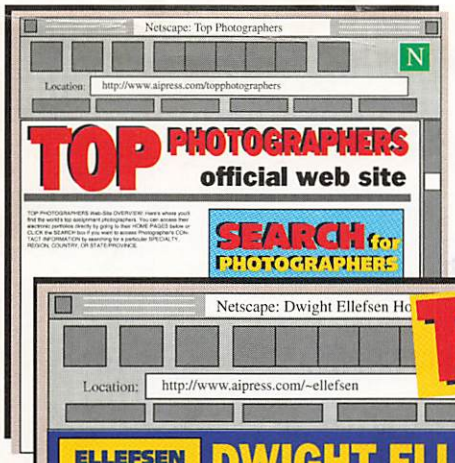
credit cards: CALL FREE **1-800-654-9557** or fax **1-800-283-5989**
mail orders to: **IFPO Order Dept., PO Box 777, Lewisville NC 27023-0777**



NOW YOU CAN PUBLISH YOUR PHOTOS

on the exclusive

TOP PHOTOGRAPHERS WEB SITE



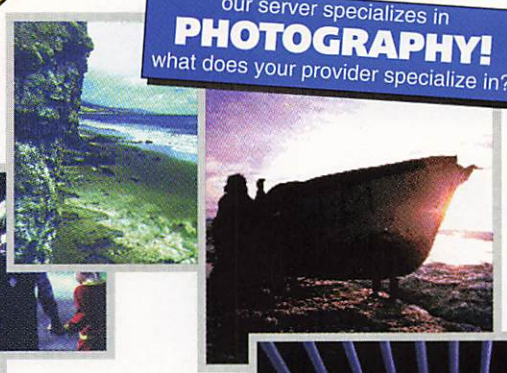
YOUR NAME AND CONTACT INFO HERE

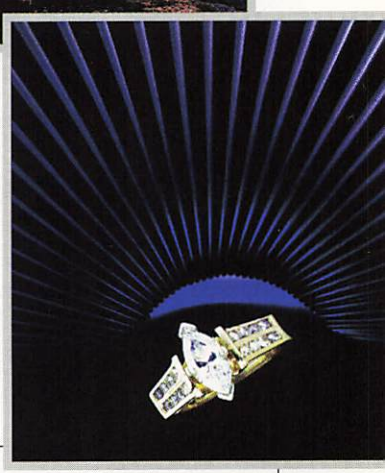
CLICK THE CAPTION

TO CHANGE THE PHOTO

The HOME PAGE Program is like a complete photographer's PORTFOLIO, RESUME and ADVERTISING BILLBOARD on the Internet. It can contain complete biographical information, contact information, PUBLISHED or AWARDED photos, or other CURRENT photos that you want to represent you. Your HOME PAGE will have a unique address (called a URL) much like your mailing address that you can put on your business cards or other promotional materials you distribute to potential clients. Clients can then view your portfolio and read your accomplishment facts ON-LINE any time they wish from ANYWHERE in the WORLD!

our server specializes in **PHOTOGRAPHY!** what does your provider specialize in?





CALL 1-800-654-9557

and ask for the

FREE HOME PAGE KIT

containing complete
INFORMATION, WORKSHEETS, REGISTRATION FORM

the kit is also available on the Internet at:
http://www.aipress.com/hpprogram.html

we're on more than **60 SEARCH ENGINES!** when you're on our server you will be too!

HOW MUCH DOES IT COST?

Check anywhere! You won't find prices better than this. (set-up fee includes scanning your prints or slides!)

description	set-up*	monthly*
We-Design* (from your text, prints or slides)	$50-$99	$19.95

* WE-DESIGN means you supply written descriptions or complete our worksheets along with prints or slides. We scan your images and design your site from your materials. Set-up charges are $50 for text design plus $5 per scan for prints or slides. Set-up charges are limited to $99 up to 40 images.

* Monthly charge is only $19.95 for sites up to 2 MB of storage! 2 MB can handle approximately 40-50 images with text! Sites larger than 2 MB add $9.95 for each 1 MB increment.

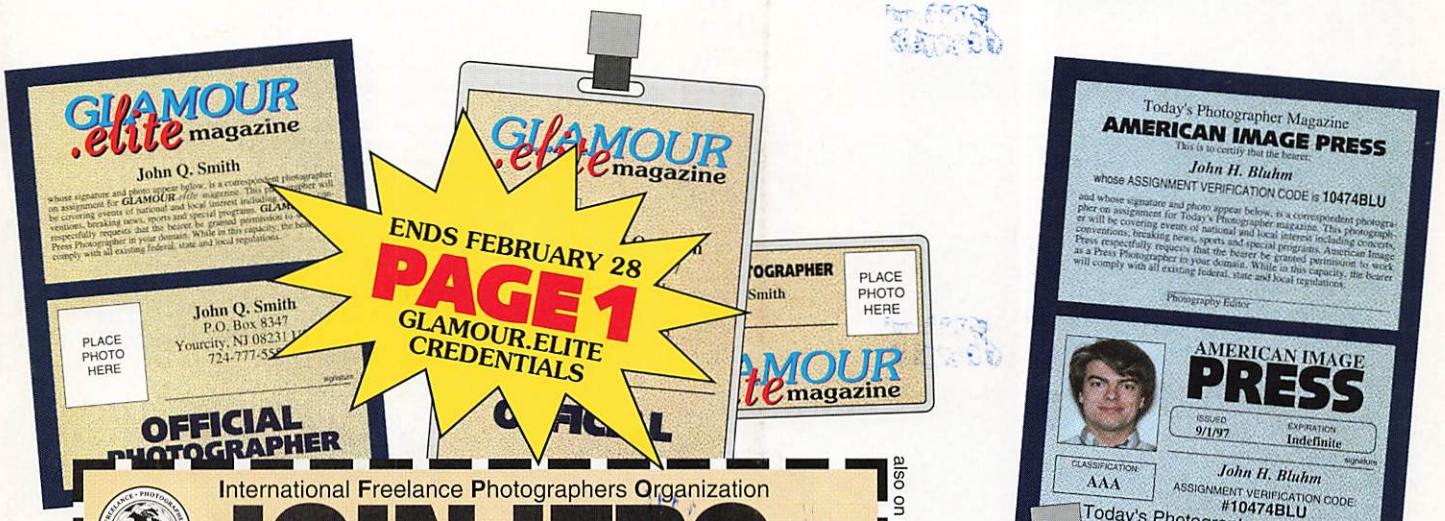
* No pre-scanned images on electronic media will be accepted. Text may be supplied on a "TEXT" file on a 3.5 inch floppy disk.

www.aipress.com *or* www.ifpo.net

TODAY'S PHOTOGRAPHER
P.O. BOX 777, LEWISVILLE, NC 27023

**********AUTO**ALL FOR ADC 70099
FREE ISSUE $ 99

BULK RATE
US POSTAGE
PAID
AMERICAN
IMAGE, INC.



International Freelance Photographers Organization

JOIN IFPO

THE PROVEN BRIDGE TO FREELANCING

also on page 17

ABOUT YOU:

Which best describes your photography:
- ❑ I am a beginner or amateur
- ❑ I am an advanced amateur or Part-Time Pro.
- ❑ I am a full-time professional.

I want **PRESS ACCESS** with my camera:
- ❑ Sports events.
- ❑ Concerts.
- ❑ Breaking news.
- ❑ Celebrity events.
- ❑ Crime scenes.
- ❑ Fire scenes.
- ❑ Press conferences.
- ❑ Entertainment events.

Check each area that interests you strongly:
- ❑ Press photography.
- ❑ Nature/wildlife.
- ❑ Videography.
- ❑ Glamour.
- ❑ Wedding.
- ❑ Sports/Action.
- ❑ Travel photography.
- ❑ Advertising.
- ❑ Commercial.
- ❑ Portrait photography.

Are you available for photo assignments?:
- ❑ YES.
- ❑ NO.

Enroll me as an IFPO Lifetime Member and send my Membership I.D. Card and Parchment Certificate + Complete Membership Packet. I enclose $68 for LIFETIME Membership and **LIFETIME Subscription** to Today's Photographer Magazine PLUS $6 for priority handling and First Class Mail of my Membership Packet ($74 TOTAL).

My membership packet will include details on how I can participate in **IFPO's PROVEN PROGRAMS** for getting **PUBLISHED**, making **MONEY** and gaining **PRESS ACCESS** with your camera.

name

(optional) business name

address

city/st/zip

phone number/FAX number

ENCLOSE CHECK, MONEY ORDER, OR PAY BY CREDIT CARD

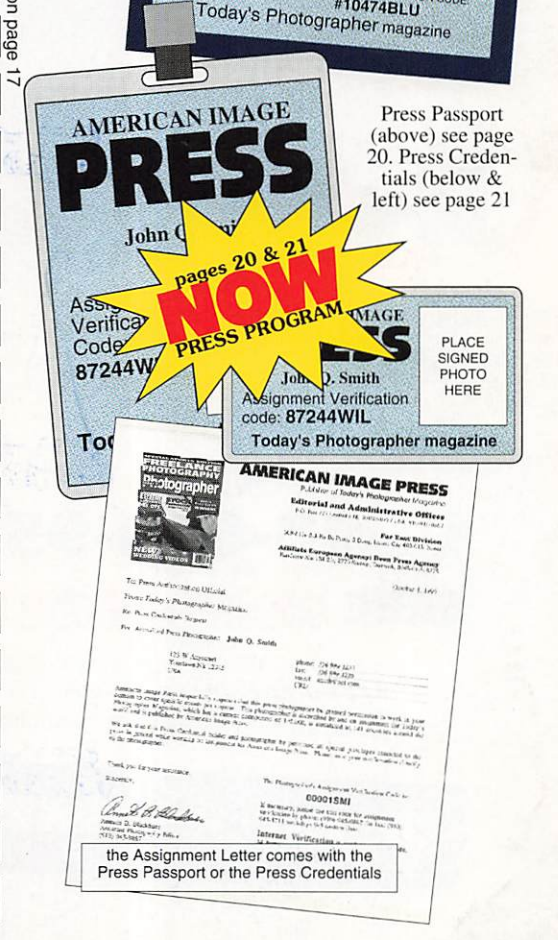
Visa/MasterCard/American Express/Optima Card # | expiration date

To join IFPO by mail, use this form or the order form on page 47 and send your dues to:

IFPO, P.O. Box 777, Lewisville, NC 27023-0777 USA

OR use your credit card and:

CALL FREE **1-800-654-9557** or FAX **1-800-283-5989**



Press Passport (above) see page 20. Press Credentials (below & left) see page 21